Design Guidelines for the Main Street Design District in the Village of Macedon, NY

RRCDC
ROCHESTER REGIONAL
COMMUNITY DESIGN CENTER

Produced by the Rochester Regional Community Design Center

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Preamble

Macedon Steering Committee

Why have design guidelines and overlay zoning?

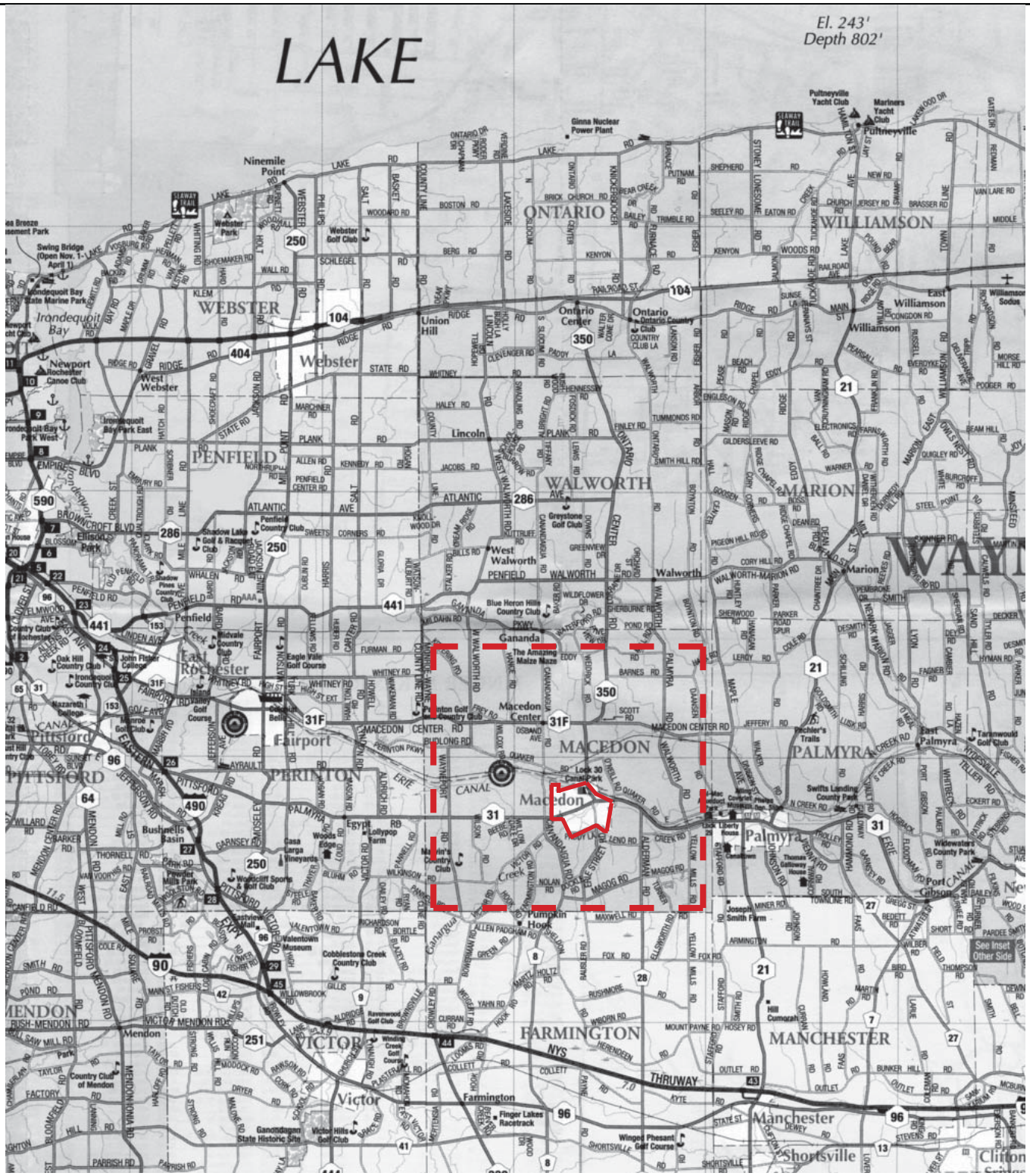
The Village of Macedon has a rich and colorful history that is embodied in its historic architecture. These historic properties define the period of the villages evolution, and are expressions of its history. They give character and a sense of permanence to the village that helps to stabilize property values, promotes interest in local history and fosters civic pride.

The Historic Preservation/Design program in the Village of Macedon began in 2008 with the establishment of a steering committee led by the community and the municipality. The Village of Macedon Design Guidelines were produced to assist owners with recommended approaches to additions, alterations and design for both new construction and existing buildings. Overlay Zoning is not a recommendation, but the local zoning laws effective in the target area. These are laws and not open to interpretation. Because Design Guidelines are guidelines, there is always an allowance for interpretation; because they involve a design process, there may be more than one successful solution.

The Design Guidelines contain general performance criteria, standards, and design objectives that are to be considered by the Village of Macedon, Village Planning Board, and the Village Zoning Board of Appeals when evaluating individual development proposals within the project boundaries. Design guidelines also are used by municipal staff, the Historic Preservation and Design Committee and Village officials. Design Guidelines are established to ensure that public and private development projects implement the Goals, Objectives, Policies and Character of the Revitalization Plan.

The goal of the program in the Village of Macedon is to develop a vibrant and unique Main Street setting that co-exists with and complements evolving new development. An important step in achieving this goal is to identify the unique character of the village architecture so that future changes to important historic properties are consistent with accepted preservation principles. The result will be a visually pleasing environment for the entire community. Design is a major component of the Main Street revitalization effort and is aimed at enhancing the overall physical image of the downtown business district.

Regional Location



Overview and Guidelines Boundary Area

Village of Macedon, Main Street

The following Design Guidelines for buildings along Main Street in the Village of Macedon, Wayne County, New York, have been prepared by the Rochester Regional Community Design Center (RRCDC). The Design Guidelines are meant to apply to the buildings, streets, sidewalks, and area within the outline shown on the map of part of the Village of Macedon below. This outlined area shall be referred to as the Main Street Design District for the Village of Macedon.

In addition a report was prepared for the Village of Macedon by Barton & Loquidice, P.C. dated December 2008 and titled Village of Macedon, New York State Route 31 Circulation, Accessibility, and Parking Study, Executive Summary. In that report are design recommendations and guidelines for the Main Street Design District that pertain to the Main Street, sidewalks, street lights, planters, and parking that should be referred to as well when considering the design of the "public realm" of the village.

Main Street Design District
Main Street Design District II
Optional Main Street Design District

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Design Guidelines

Why Design Guidelines are Important

The importance of these Design Guidelines for the Village of Macedon is their role in guiding the first step in the process of implementing Main Street facade improvements. They are meant to establish a base for the physical character of Main Street Macedon, influencing the renovation of the existing structures as well as the development and design of future architecture infill and additions.

In the years ahead, existing buildings in this district will be renovated, some adapted for new uses, and new buildings added. The guidelines will provide positive parameters for renovation and new construction so that over time the area will evolve into a vibrant compact, walkable, mixed-use district with a high-quality public realm. The interface of private building frontages with public thoroughfares shapes the public realm and is a major factor in making streets pedestrian-friendly, desirable, and attractive. The guidelines address critical aspects of the design of such frontages to ensure that the quality of this district is maintained, with respect for historic resources, and enhanced with attention to design details related to renovation and new construction.

The ultimate goal for all of this effort is to enhance the quality of life for the citizens of the region that the Village serves and to enliven the economic fortunes of Main Street to ensure its sustainability in the fabric of Wayne County.

Creating "Architecture" in our built environment has been a lost art over the past 60 or so years resulting in renovation and new building design being extremely insensitive to the pedestrian spirit by catering to the automobile mentality, creating just "buildings" (as opposed to "architecture"). These Design Guidelines are meant to change that approach to the design of the built environment of Macedon.

How Design Guidelines Are Used

This Design Guideline document for buildings along Main Street in the Village of Macedon is broken down into these various sections to make its use easier to understand:

- General Guidelines for Existing Buildings
- General Guidelines for New Buildings
- General Guidelines for Select generic Building Components
- Guidelines for Specific Main Street Buildings in the village.

The guidelines shall be applied to the structures within the boundaries of the Main Street Design District along Main Street in the core of the Village of Macedon.

General Guidelines for Existing Buildings pertain to all existing buildings in the Main Street Design District and are quite broad and general in their nature. They are meant to set the tone of the more detailed requirements that follow in other sections. In researching the Guidelines for a particular building, one should review the more specific requirements as well as the general ones.

General Guidelines for New Buildings pertain to all proposed new infill structures within the Main Street Design District. They are broad in nature but are also quite comprehensive. It is recommended that one review the Guidelines for generic Building Components and even Guidelines for Specific Main Street Buildings to understand more fully and in more detail, the guideline suggestions and principles.

Guidelines for Select Generic Building Components is a highly detailed outline of specific design recommendations for various building parts and pertain primarily to existing buildings. However, they do have relevance to new construction as well, and should be considered and implemented, especially awnings, lighting, streetscape and most particularly, signage. It is important and desirable that new infill structures be designed to harmonize and be compatible with the existing buildings in the Main Street Design District - thus the reason to review guidelines for existing buildings.

Guidelines for Specific Main Street Buildings in the Main Street Design District is presented to further illustrate the inappropriate design elements of the buildings identified, along with the appropriate design opportunities for each. The design opportunities shown are only one way to revitalize a facade and in fact, many techniques that have been suggested for particular existing structures could apply for others as well.

The guiding principles for the various facade designs shown are rooted in the traditional designs of typical late 19th century, early 20th century Main Street buildings of Macedon as well as other towns and villages of the region.

Village of Macedon

History of the Village of Macedon

The town of Macedon, NY, is located in the southwest corner of Wayne County. This area of New York State was part of the Phelps-Gorham purchase in 1877. Oliver Phelps and Nathaniel Gorham purchased the rights to approximately 6,000,000 acres of land in Western New York from the Commonwealth of Massachusetts, including all of the land west of Seneca Lake between Lake Ontario and the Pennsylvania border. The town of Macedon, along with the adjoining town of Palmyra, was originally part of Ontario County. In 1823, Wayne County was formed, and the town of Macedon was created, splitting Macedon off as a separate town.

Settled by New Englanders in the late 18th century, this was primarily an agricultural area which had been inhabited by Native Americans. The Ganargua Creek, or "Mud Creek" as it is known locally, was a conduit for trade and travel at that point, as it had been for the Indians. The creek runs through what became the village of Macedon, and fueled a series of mills and foundries along its shores. Much of this activity was centered at what is now the east end of the village, at a site called "The Huddle".

The opening of the Erie Canal north of the village in 1823 enabled greater commerce and travel, and as a result the mills and associated businesses moved a mile or so west of The Huddle, to take advantage of being closer to the original canal path. Macedon was then known by some as "Macedon Locks", as there were two canal locks in the town, both close to the evolving village. The Mud Creek was rerouted several times to support the growth of Macedon businesses. There also was Underground Railroad traffic on the creek; with a high number of Quaker settlers, there was an active abolitionist network in this general area throughout the mid 19th century.

The village was incorporated in 1856, as a one square mile entity. As the current Main Street (Rte 31) was also then the primary route of anyone going west to Pittsford, there were a number of both commercial and residential structures built on this road. Many of the houses on the residential streets on and just off of Main Street date to the mid-19th century, including those built by descendents of the original white pioneers.

There were several churches in the village, two on Main Street: The First Baptist Church and St. Patrick's Catholic Church. The First Baptist Church was originally erected further east of the village near the intersection of Quaker and Walworth Roads. Built by some of the first Macedon pioneers, in 1835 this structure was moved to its present site. St. Patrick's Church was founded in 1856, and its first building set a bit more east of the village in 1857, close to the present Rte 350. When St. Patrick's expanded their church building in 1875, it was reconsecrated by Bishop McQuaid from Rochester. The present church is on the

History of the Village of Macedon

corner of Main and West Streets, and was built in 1957. A block north of Main Street, was the Universalist Church, now used as apartments, built in 1873 by Lyman Bickford with a Sunday school and a library of over 300 volumes.

Lyman Bickford was one of the founders of the Macedon Agricultural Works, or known as Bickford & Huffman, a Macedon business on Main Street, which had evolved from the early foundries at The Huddle. They received two gold awards at the International Exposition in Philadelphia in 1876.

Henry Huffman, Bickford's partner, built a beautiful home on Main Street in 1867. This is currently known as The Bickford House, a nicely-restored home for veterans. A large 19th century beech tree still stands out front. Moving east on the north side of the street, there is a series of commercial buildings that housed shops and the Masonic Lodge. There was a large hotel on the corner of Erie and Main Streets, until it burned to the ground around 1910.

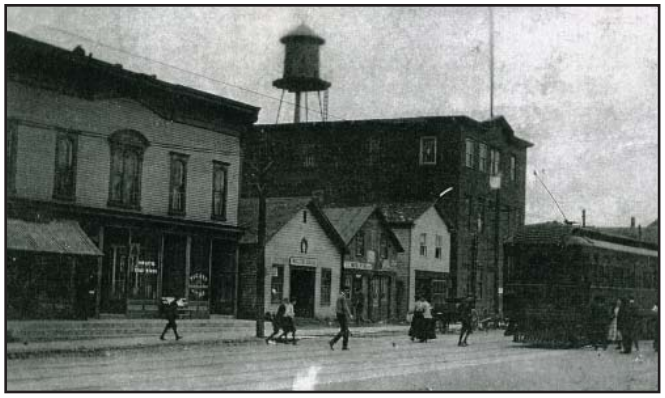
In an 1877 history of Wayne County, by W.H. McIntosh, lists the following businesses on Macedon Village Main Street: two general merchants, two druggists, a hardware store, four grocers, a tinner, a millinery, and a harness Shop. There was a plaster/lumber mill and coalyards; a wagon shop, barber shop, two meat-markets and two blacksmith shops; and the Bickford & Huffman agricultural works. Also, two doctors and a lawyer. The Macedon townspeople for the most part were farmers; the village residents who were employed by village businesses; and people making their living off of or traveling on the canal that flowed through the village.

The Rochester Syracuse and Eastern RR (the "trolley") opened between Newark and Macedon in 1906; it ultimately provided a double-tracked interurban service between Rochester and Syracuse. The route of the current Rte 31 leading east of Macedon to Palmyra is

the previous trolley bed. The railroad ceased operation in 1931.

After the turn of the last century, flour could easily be purchased from stores, so some of the mills took to grinding livestock feed. Around 1900, Edwin Youngs purchased one of the mills, and in 1903 added an engine room with a steam turbine to produce electricity to operate his mill, light his home, and sold power to others in the area. The old mill stood until about 1948.

What started out as a series of creameries just east of the village had expanded to house a canning factory, which was operated by the Grange League Federation (GLF). The GLF was an early cooperative, organized by Macedon farmers to market their crops at more favorable prices. In the 1950s the property was sold to Howard Samuels, who with his brother founded a plastics factory. This became part of Mobil Chemical, and has now evolved to the current Pliant plant.



Village of Macedon

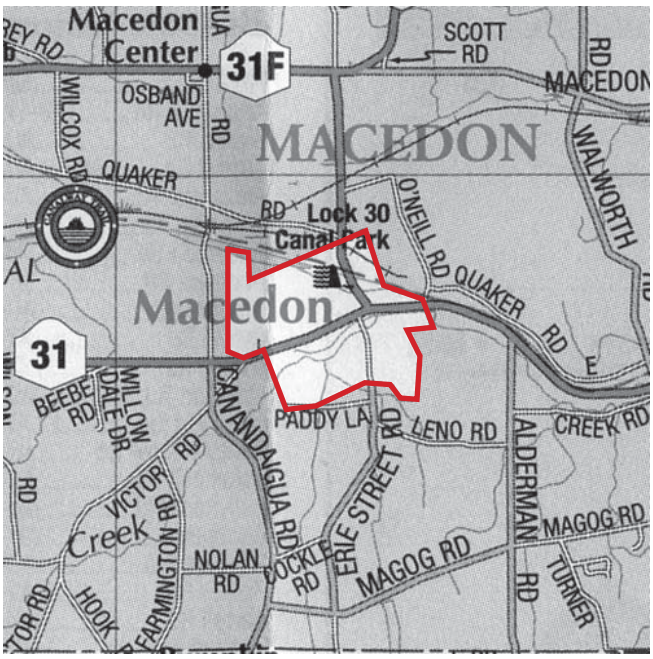
Character of the Built Environment

The historic portion of the commercial Main Street (rte 31) of the Village of Macedon is comprised of a wide variety of modest building structures and styles including Greek revival, utilitarian, Victorian; mostly vinyl clapboard sided but some brick; very plainly detailed in general with a few ornately embellished; one and two story random heights; flat and gable facades; and quite plainly colored. This entire loose assemblage of these buildings, coupled with the immediate adjacent residential single family structures gives the built environment a definitively rural village character. Changing economic conditions and competition from outlying strip shopping centers have given the village a somewhat tired, uninspiring appearance. There is a simple utilitarian feel to the village center highlighted periodically by buildings of elegance and visual strength. The few remains of historic detailing are clues of now hidden past facades of strong architectural character.

The historic commercial center has changed over time, not so much in scale, but in detailing and materials, though older three story structures have been replaced by those of two story. The architecture developed was very utilitarian combined with well detailed Victorian styled buildings. Typically structures were wood frame with clapboard siding, tall narrow double hung windows with muntins, large glass storefronts with large awnings, and periodically generous use of wood trim and roof line detailing. The use of brick was rare with the Masonic Block offering the best classic "main street" architectural example. The current Village Hall (former bank) being another example though more classical revival in detail. Not unlike many similar struggling villages throughout New York State, Macedon still retains a cohesive and playful variety of buildings that would sparkle architecturally through the proper use of materials, detailing, signage, and color.

Probably since the late 1940's traditional wood framed buildings were replaced by simple, single story, low height, flat roofed, concrete block buildings that have diminished the architectural character of the village. Automotive uses of some buildings along with ground floor apartment use (replacing the previous storefronts) have dramatically damaged the visual character and liveliness of the historic commercial center of the village. Exposed parking lots also contribute to the visual damage.

The Design Guidelines have been crafted to create a revitalized architectural presence for the Main Street Design District of the Village based on this understated historical tradition. Capturing that quality relies on the correct use of decoration, color, simple signage, generous use of angular sloped awnings, transparent storefronts, cement board siding (to replace the current vinyl) , appropriately sized double hung windows, among other techniques that are suggested by reference to historic photographs.



Character of the General Built Environment

Charecter of the Main Street (Route 31)

Existing Buildings

General Design Guidelines

The Main Street Design District contains buildings that are of historical and/or architectural interest. The guidelines provide a minimal level of protection for such buildings. The Main Street Design District also contains a number of historic buildings that have been significantly altered or are non-contributing historically. This section establishes guidelines for all existing buildings that will suggest design techniques for these alterations and additions that will give these buildings a greater degree of design excellence and traditional design integrity.

All existing buildings in the Main St. Design District constructed before 1940 and all buildings constructed in or after 1940 that are substantially consistent with the purpose of these guidelines and all existing civic buildings shall be considered as Designated Buildings of Value. No Designated Building of Value should be demolished unless Conditionally Permitted by the Planning Board. This guideline should not prevent the Code Enforcement Official from issuing an order to demolish in the event of emergency consistent with the Village Zoning Code and New York State Building Code.

The following guidelines are applicable to exterior alterations to all existing buildings in the Main Street Design District:

1. Alterations to existing buildings should be compliant with the guidelines for new construction to the greatest extent practicable. No alteration should be permitted that will make an existing building less compliant with the guidelines of this section for new construction than it was prior to the alteration.
2. Alterations to Designated Buildings of Value need not comply with the guidelines for new construction where such guidelines are contrary to the original historic character of the building.
3. If the cost of alterations and/or additions to existing buildings other than Designated Buildings of Value exceed 50% of the replacement cost of the building, or where the building area of a proposed addition exceeds 50% of the building area of the existing building, the entire building should comply with the guidelines for new construction to the greatest extent practicable.
4. Applications for exterior renovation and remodeling work on existing buildings within the Main Street Design District should include accurate detailed colored architectural elevation drawings at the scale of 1/4" = 1'0" of the main facade, as well as the side elevations, site plan, floor plans that clearly describe the work to be done. The Building Inspector should review the elevation drawings for incorporation of design elements that follow the Design Guidelines and should encourage the applicant to take appropriate measures to the work that respects the intent of the Design Guidelines. The Building Inspector may refer the applicant to the Planning Board Design Review Committee to assist in the development of appropriate facade design work consistent with the Design Guidelines.
5. Applications for new building construction within the Main Street Design District should follow the

procedures as outlined in paragraph #4 above. Applications for building permits must be approved by the Planning Board prior to the issuance of a building permit by the Building Inspector. The Planning Board will encourage the applicant to follow the appropriate sections of the Design Guidelines.

The following guidelines are applicable to exterior alterations to existing Designated Buildings of Value in the Main Street Design District:

1. Original, significant, or appropriate materials and/or features of a structure should be maintained and repaired rather than replaced whenever possible.
2. If replacement of existing materials or features is necessary, the new feature should match the old in design, color, texture, and other visual qualities.
3. Replacement of missing features should be based on historical, documentary, physical or pictorial evidence.
4. Only minimal alterations to a building or structure should be made if it is historically intact, complete, and appropriate.
5. Each property should be recognized as a product of its own time. Alterations that seek to create a false sense of historical development are discouraged.
6. Changes to a building that have taken place over time are evidence of its history and development. Those changes that have acquired appropriate significance should be preserved.
7. Where architectural or site features are determined to contribute to the character of the property or the district, proposed alterations or additions should be designed to minimize the impact on those features.
8. New additions, exterior alterations, or new construction should not destroy historic materials or general features that characterize the property. The new work should be compatible with the massing, size, scale and architectural features of the property and the surrounding neighborhood, to protect the integrity of the property.
9. Whenever possible, new additions or alterations to structures should be constructed in such a manner that if removed in the future, the essential form and integrity of the structure and the site would be unimpaired.
10. Masonry that has not previously been painted should not be painted unless deterioration has progressed so far that a protective surface coating is needed. In such cases, a breathable masonry paint or stain should be used. Masonry that has previously been painted, should be repainted with a breathable masonry paint.
11. If paint is to be removed from masonry surfaces, the gentlest effective paint removal method available should be employed so as to avoid damage to historic masonry and mortar. Sandblasting and similar methods should never be employed.

New Buildings

General Design Guidelines

1. This section establishes design guidelines and standards for new construction within the Main Street Design District to ensure that buildings are sited and that building frontages are designed in such a way as to ensure that Macedon's Main Street Design District will evolve into a compact, walkable, mixed-use environment with a public realm of high quality.
2. All new buildings in the Main Street Design District along Main Street (Route 31) should have ground floor retail frontages along those streets unless otherwise conditionally permitted by the Planning Board. Retail uses are encouraged but not required in such buildings (ground floor residential uses are strongly discouraged), the design of the buildings should be required to be suitable for retail or other pedestrian oriented uses.

General Design Guidelines, Building Disposition

Building Disposition refers to the placement of a building on its lot; the building's relationship to adjacent buildings; and the street. Building Disposition is a crucial part of the interface of private building facades with public streets, which shape a compact, walkable public realm.

1. New building frontages should be at or close to sidewalks. When adjacent to a Designated Building of Value, the new building frontage should generally be aligned with the adjacent building frontage so as not to expose blank side walls. Relief from the building frontage line may be incorporated into the building to allow for pedestrian amenities such as recessed entrances or special corner treatments.
2. New building frontages should generally extend to both side property lines except as needed for the provision of pedestrian and/or vehicular access to the rear of the property or where window openings or other conditions at an adjacent building preclude construction to the side property line. Breaks between or through buildings may be incorporated to provide access to rear parking facilities or other spaces, buildings, etc located behind the building.

New Buildings

General Design Guidelines, Building Configuration

Building Configuration refers to the critical elements of the design of building frontages as they shape the public realm including building height and massing, the composition of the building facade, the degree of building transparency and building materials.

1. New building frontages should encourage and promote a sense of design continuity that appropriately relates the historic past of the village center to revitalization and redevelopment efforts.
2. The architectural design of new buildings should be harmonious with, but need not mimic the design of nearby Designated Buildings of Value.

3. New building frontages should encourage a pedestrian-oriented and human scaled public realm and streetscape.
4. New building frontages facing streets, pedestrian walks or greens should be active. Active building frontages should include windows, building entrances and other architectural features that enhance the pedestrian scale and experience.
5. New buildings should have a minimum height of two stories and a maximum height of three stories. Buildings of one story may be Conditionally Permitted by the Planning Board provided that no part of the building frontage is less than 20 feet above grade.

6. A building frontage should have a transition line. A transition line is an architectural element that creates a distinction between the first and second stories. Transition lines should

be designed in proportion to the overall height and width of the proposed building and should relate to adjacent Designated Buildings of Value or buildings constructed in accordance with the guidelines.

7. A building frontage should have a roof line. A roof line is an architectural element that creates a distinction between the top of the building and the lower floors. Roof lines should be designed in proportion to the overall height and width of the proposed building and, where practicable, should relate to existing adjoining Designated Buildings of Value or buildings constructed in accordance with these guidelines.
8. A building frontage wider than 75 feet should have vertical division lines. A vertical division line is an architectural element that creates distinct increments dividing the building mass. Vertical division lines should be designed in proportion to the overall height and width of the proposed building, and should be spaced at sufficient intervals to avoid large undifferentiated wall surfaces.
9. Buildings with retail frontage should provide areas of transparency equal to at least 70% of the wall area, between the height of two and eight feet from the ground. Window frames should be recessed at least 4" from the plane of the building facade.
10. Buildings without retail frontage should provide areas of transparency equal to at least 50% of the wall area, between the height of two and eight feet from the ground.

New Buildings

General Design Guidelines, Building Configuration

11. Building frontages above the transition line should provide areas of transparency equal to at least 20%, but not more than 50% of the building frontage area above the transition line. Window proportions should be square or vertical and should be recessed at least 4 inches from the plane of the building facade where the facade is of masonry or stucco.
12. All glazing should be clear or lightly tinted.
13. Building frontages should be constructed of durable materials such as brick, stone masonry, terra cotta, stucco, fiber cement (panels, siding and trim boards) or finishing wood. EIFS (exterior insulation finish system) may be utilized above the transition line only. Solid, paintable PVC trim boards or similar materials are also permitted. Inappropriate materials such as corrugated metal panels, mirrored glass, vinyl siding, plywood panel siding (T-111), concrete block (except glazed, ground face or split face used as accent trim) and pre-cast concrete panels are discouraged on building frontages facing streets, pedestrian walks or greens.
14. Building entrances should be recessed at least 3 feet from the facade.

General Design Guidelines, Building Detailing

The most important elements in a well designed building façade are the components of the architecture detailing. Design models to follow would be those Main Street buildings constructed between 1880 and 1920. Those structures exhibited the following desirable characteristics that should be incorporated into today's buildings:

1. Building materials are of a high quality, natural in composition, substantial in size and section, and expertly installed and finished.
2. The aesthetic design of trim elements are substantial in character, exhibit excellence in proportion and color, and are imaginative yet simple in design.
3. Elements of detailing that should be considered for inclusion in a building façade are building lighting; signage; awnings, marquees, or canopies; bay windows, cornice trim, decorative panel trim, panels, or medallions; window mullions and muntins; window heads and sills; pilasters; window/door trim; frieze detailing; to name a few.
4. Principals of repetition, highlighting, accentuation, rhythm, texturing, articulation, should be employed.

Civic Building Exemption

Civic buildings are publicly and privately owned buildings that contain civic uses (educational, cultural, religious or governmental) considered to support the common good. Civic buildings often have a ceremonial quality and their design rarely fits into the norm of the typical commercial and residential structures. For this reason, new Civic Buildings are exempt from the specific recommendations of these guidelines. Civic buildings are, however, expected to exhibit a high degree of design excellence. All new Civic Buildings shall be conditionally permitted by the Planning Board. The Planning Board should consult with an architect or group of architects when reviewing new Civic Buildings for advice on the proposed building's contribution to the quality of the public realm.

Storefront Windows

Inappropriate Design Measures

- Avoid covering original historic building structure, entrances, storefronts, transoms, and facade detail.
- Do not remove original storefront trim or details.
- Do not remove or cover original building details such as column capitals or decorative trim.
- Avoid using artificial materials (simulated stone, simulated brick, vinyl, etc.) over original storefront materials.
- Synthetic stucco, vinyl siding, and light gauge metal panels should be avoided.
- Avoid thematic storefronts that are inappropriate for this area such as New England Colonial, Southwest Adobe, or French Provincial.

Appropriate Design Techniques

- Restore original storefronts in material and design where appropriate and feasible.
- Remove inappropriate signage and materials that cover original building features.
- Uncover special details that were part of the original historic storefront.
- Remove materials covering transoms and storefront windows.
- Feature special details around storefront windows and entrances.
- Remove wood shingle, asphalt shingle, inappropriate metal "Mansard" canopies and awnings covering original storefronts.
- Replace original building materials if removed in storefront renovations.
- Replace missing awnings "within" the width of storefront openings between pilasters and major vertical elements.

Storefront Windows

Appropriate Design Techniques

- Preserve the original storefront display area by adding windows at the first floor facade.
- Add lighting to focus on special details and signs.
- Use natural materials: brick, stone, cast stone, ceramic tile, hardcoat stucco, wood, wood substitute (smooth finish, cementitious planks, panels, or cellular PVC), prefinished or heavy gauge metal panels.
- Glazing should be clear glass.
- Storefront windows should generally not be divided into small multiple lites. Transoms may be divided into multiple lites by true or simulated muntins.

Appropriate Design Techniques

- The use of contemporary components within the scale, proportion, and arrangements of traditional storefront design is acceptable.
- Window heads should be at least 7' above grade and sills no more than 30" above grade.
- Maintain traditional recessed entries where they exist; maintain the original size, shape, and proportion of storefronts and openings to retain historic character and scale; maintain the bulkhead below storefront window; preserve the transom and signboard area features.

Entrances

Inappropriate Design Measures

- Avoid covering the transoms above storefront windows and entrances.
- Avoid covering the original entrances to upper floors.
- Avoid adding incompatible doors and windows. Do not add or replace with contemporary or period style residential doors.
- Avoid removing original or historical entrance features including ceramic floor tile, metal panel or castings, glass block units, doors or other original frame elements.
- Avoid anodized metal (bronze color), bright aluminum (in historic structures), or stainless steel frames. Avoid frameless glass doors.
- Avoid doors that swing out into the path of pedestrian travel.

Appropriate Design Techniques

- Retain historic recessed storefront entrances.
- Retain historic details of original building entrance to upper stories.
- Retain repetitive entrances for different businesses within the same original building (business identification should occur in signage and window treatment rather than changing business entrance and storefront detail.
- Retain porches, entry canopies, and other historic physical features.
- Add correct period light fixtures if appropriate and feasible.
- Entrances to individual stores within a multi-tenant building should be articulated for easy identification without compromising the overall unity of the block.
- Deteriorated historic doors should be repaired or replaced with doors that are the same size and shape as the original. Original architectural features, fixtures, and hardware should be retained or replaced with compatible elements.
- Finished frames may be metal with black anodized or pre-finished color finish (Kynar) or painted finish. Painted or varnished wood is preferable.
- Front entries may have a masonry stoop if the building is ADA compliant via another accessible entrance.
- Entrance doors should generally be clear glass in wood or metal frames or stiles.
- Clearly distinguish ground floor entrances with those serving floors above.
- Entrances should be prominent, well-marked, ceremonial, inviting, distinct, and illuminated at night time, if possible.

Upper Story Facade and Windows

Inappropriate Design Measures

- Avoid covering or infilling original windows.
- Avoid reducing size of original window within an existing opening.
- Avoid replacing original windows with a smaller or different type of window.
- Avoid changing window head shapes.
- Avoid adding aluminum storm windows in a natural aluminum finish or inappropriate color.
- Do not replace original windows with aluminum or vinyl windows.
- Do not use muntins that are interior grilles or muntins within glass panes.
- Avoid opaque or reflective glass.
- Do not paint existing masonry window components such as sills, decorative brick frames, lintels, key stones, etc.
- Avoid metal or vinyl cladding of existing wood window sills, frames, and mullions, trim, detail.
- Avoid covering over with metal or vinyl cladding: bay and box window components of trim, panels, softlites, brackets, and other details.

Upper Story Facade and Windows

Appropriate Design Techniques

- Retain original historic windows whenever possible. Repair damaged original window frames, sash, materials, and details. Paint and maintain original window sash and frames.
- Retain and preserve original window sills, lintels, and caps as they are part of the window proportions and over-all building facade design.
- Re-open original window openings that have been filled in wherever possible.
- Replace original windows with same size (custom size, if necessary) replacement windows (do not use vinyl windows).
- Retain original window muntin design when installing replacement windows.
- Maintain the different window head shapes on the different stories.
- Paint window trim to accent the building facade.

Upper Story Facade and Windows

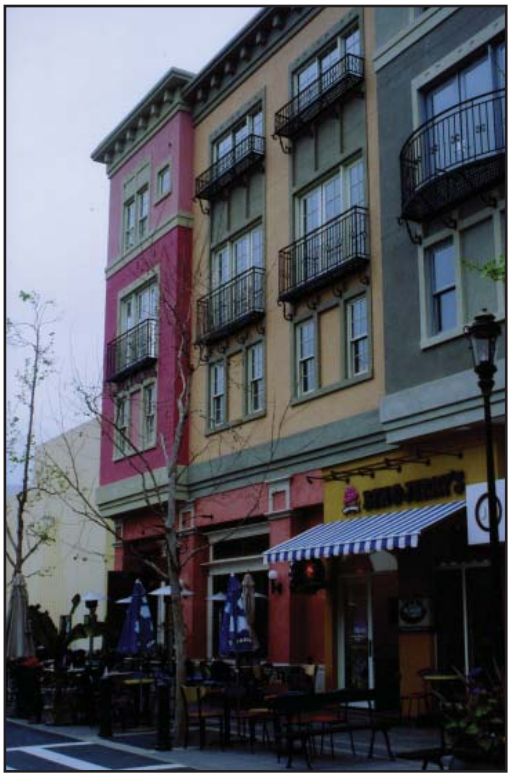
Appropriate Design Techniques

- Restore and replace special transom glazing materials (glass block, diffused glass, stained glass, leaded glass, or obscure glass).
- Windows should be recessed in their openings and not flush-mounted with the wall. Windows should appear individually punched.
- Repair, replace, or create new windows with the same elements: window sash, lintels, sills, architraves, shutters, pediments, hoods, transoms, brick moulding, divisions, casings, stiles, rails, heads, and hardware.
- Upper floor windows should be double-hung or single-hung typically. Casement windows may be appropriate if evident in the surrounding neighborhood.
- Double-hung (single-hung) windows may be "one over one" type or have muntin pattern that reflects windows of the neighborhood. Muntin divisions shall be "true divided lite" type or "permanent exterior simulated" type.

Upper Story Facade and Windows

Appropriate Design Techniques

- New windows should be wood, aluminum-clad wood, vinyl-clad wood, or steel frame with double-glazing (Hopes type).
- Glazing should be clear or slightly tinted.
- Shutters, when used, should be of the same size and shape as the window opening. Mount to operate or in an adjacent fixed position.
- Existing groups of windows separated by wood mullions (decorative or plain) should be retained and restored to original condition.
- Shutters may be wood or plastic.
- If dropped ceilings are necessary, pull the drop ceiling back away from the window.
- Upper story bay or box windows are appropriate and desirable and should be maintained or uncovered wherever possible.
- Maintain historic exterior awnings and shades or replace with comparable components.



Roofline

Inappropriate Design Measures

- Avoid removing original roof form elements, cornice or building caps, special roof line details, pediments, and medallions.
- Avoid covering up original historic roof form elements with inappropriate aluminum or vinyl siding and trim materials, mansard roofs, shingles, etc.
- Do not apply theme designs that alter the original character or architectural style such as Mansard Roofs or adding more elaborate ornamentation than was original to the building.

Appropriate Design Techniques

- Replace missing roof features (cornices, brackets, peaked roofs, arched heads or pediments, and special details).
- Replace entire cornices that have been previously removed wherever possible. Refer to historic photos for design.
- Use traditional materials appropriate to the original construction (copper, painted metal roof forms, wood trim, stone, cast stone, brick, etc.)
- Repair deteriorated parapet flashing and coping (metal protective cap over walls extending above roof).
- Maintain historic roofline features as visual elements for building and block.
- Existing historic cornice details such as terra cotta elements, stone work, cast stone details, and brick work should be maintained and preserved for the visual enjoyment of future generations.
- Deteriorated or missing cornice elements and details may be replaced by components made from synthetic material (fiber cement, fiberglass, etc.) as appropriate.
- Uncover roofline details that have been covered with inappropriate materials.

Inappropriate Design Elements

- Avoid covering existing detail features like brackets, column capitals, column bases, special brickwork, decorative detailing, bulkhead detailing, leaded glass/ stained glass transoms, tilework, etc.
- Avoid covering historic and architectural detailing with cheap aluminum or vinyl materials.
- Avoid cutting or removing original brick or stone detail of trim work.
- Avoid removing original ornamental hinges, door knobs, special hardware, building numbers, decorative trim, and original light fixtures.
- Avoid using inappropriate materials such as vinyl or aluminum siding and trim, vinyl windows, residential-style steel doors; trim pieces made from vinyl, stucco; asphalt siding material; corrugated fiberglass or metal panels; concrete block; imitation stone; glass block, unpainted wood, and rough-sawn wood.
- Avoid the use of materials that are not visually compatible with the original facade such as texture III plywood siding, shiny metals, mirror glass, plastic panels, vinyl material, thin metal panels, etc.

Appropriate Design Techniques

- Maintain existing historic plaques and signs, wood brackets, trim, cornices, medallions, windows, doors, brick work, and other original details and decorative designs or patterns.
- Provide proper cleaning, painting, and maintenance of original materials.
- Feature, enhance and focus on original special historic details.
- Replace missing brackets, capitals, trim, or roofline elements, etc.
- Repair missing sections of trim, roof, or corner brackets and other "missing teeth" in a repetitive pattern.
- Retain historic signage on building side wall. (Faded painted signs of antique type face.)
- Provide copper flashing above roof cornice, bay window roofs, entrance canopies, and other special details exposed to the elements.
- Maintain brick work, mortar joints, stone work, cast stone work and decorative patterned masonry work.
- Appropriate materials include brick; stone; precast concrete for sills, lintels, caps, and accent elements; wood or fiber cement trim, siding, and panels; stucco; Kynar finish metals. Use natural materials: brick, stone, cast stone, ceramic tile, hardcoat stucco, wood, wood substitute, smooth finish cementitious planks (Hardiplank), panels (Hardiboard), cellular PVC (Fypon), prefinished or heavy gauge metal panels.
- Durable materials are encouraged at street level.
- EIFS material may be used if detailed expertly and properly with generous use of joints in pattern. Use in small sections is preferable over use in large areas.
- In general, preserve original facade materials and don't cover or obscure original facades or materials. If the original material is already obscured with newer material, uncover it if feasible. Existing exterior materials should not be covered by a modern replacement (synthetic siding like vinyl, aluminum, or by synthetic stucco) on ground floor.

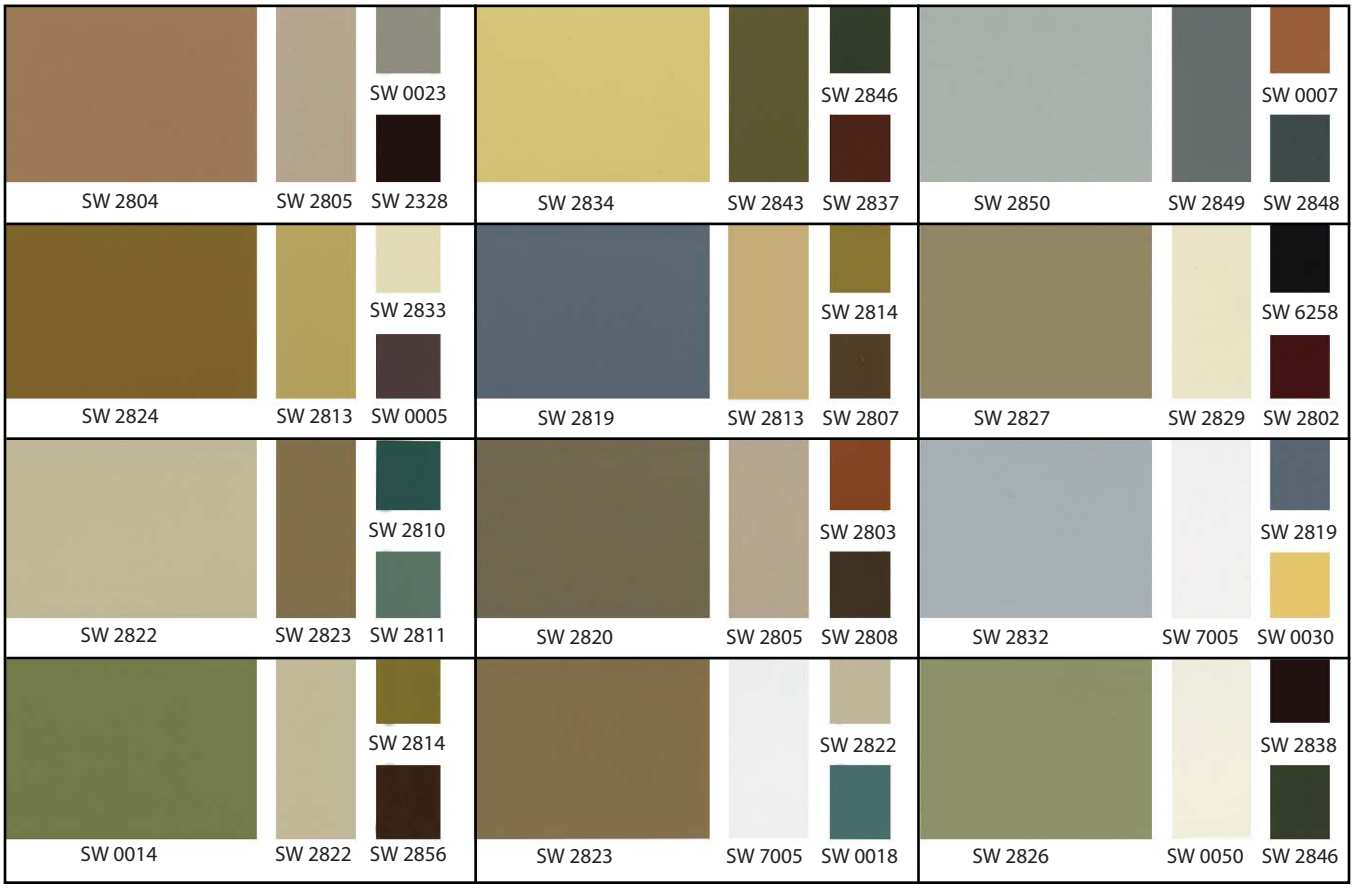
Colors for Exterior Building Facades

Inappropriate Design Measures

- Do not paint previously unpainted masonry: brick, stone, cast stone.
- Avoid using intense fluorescent colors.
- Try not to use any more than two bold colors on the building.
- Avoid "matching" adjacent building colors as a way to "compliment" them.
- Avoid using more than two contrasting colors for detail definition.
- Do not remove paint on buildings which were originally meant to be painted except as a preparation process.
- If it is necessary to paint the building, the preferred approach would be to paint it the color of the underlying natural material.
- Do not sandblast any exterior surfaces.
- Do not use bronze anodizing for windows (storefront or upper story).
- Use prefinished colors on siding and trim coutiously as they severely limit opportunity for imaginative color combinations. Prefinished primer is acceptable.

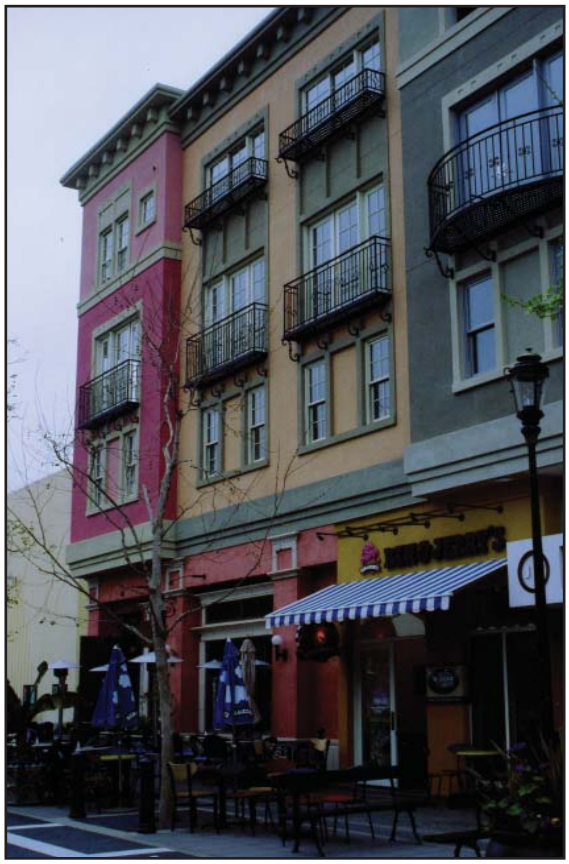
Representative Color Combinations

- Refer to Sherwin Williams American Heritage Color Brochure; also their Arts & Crafts & Victorian Brochure.



Appropriate Design Techniques

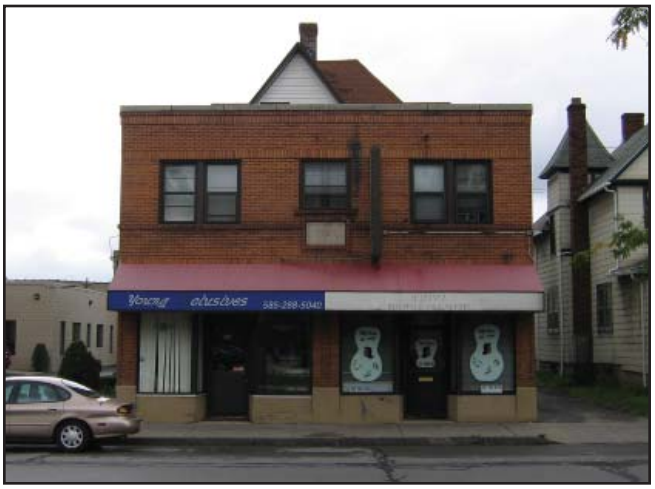
- Identify original building colors by scraping paint layers to original paint or finish material.
- Return building to its original masonry and painted wood color combination if appropriate.
- Select colors to compliment the character and era of the individual building.
- Select exterior colors and color combinations from "historic" paint color pallets offered by most paint manufacturers.
- Select exterior colors which replicate natural material colors.
- Consider adjacent buildings when selecting a paint color scheme.
- Use window trim color as an accent color.
- Use subtle colors for large, simple building facades.
- Use contrasting colors to focus on building storefront, entrances, decorative trim, and other important details.
- Traditional building colors were muted earth tones, complementary and with no more than two or three colors to the facade.
- Body colors should be earth tones (deep reds, browns, grays, tans, deep greens) with complementary trim colors (reds, creams, tans, whites, grays, dark greens, and black. Alternately, some pastels (non-earth tones, whites, grays, grayish greens) may be used.
- Window, door, and cornice trim should be painted a highlighting color, complimentary to the body (whites, creams, deep blues, deep greens, grays).
- Accent colors are permitted for awnings, doors, windows, sashes, architectural accents, and trim but choices should compliment the body and trim color.
- Brighter colors are permitted in signage, banners, and awnings only.
- Bold stripes are encouraged on awnings as well as pin striping and lettering.
- Choose colors from large color swatches (3" x 5" min.) Test colors and make the final color selections on site by painting sections of the actual building components or representative test panels. Consult with design professionals from RRCDC, AIA, or APA.
- Focus attention where appropriate to special details by using contrasting yet compatible color schemes.



Awnings and Canopies

Inappropriate Design Measures

- Oversized awnings are inappropriate.
- Continuous awnings are inappropriate in general. Awnings should be designed in sections along the length of a facade with break points occurring at piers, mullions, or other prominent architectural features.
- Backlit translucent glowing awnings are inappropriate.
- Awnings do not want to have a stiff, taut, unnatural look. Awnings look best if they are a bit loose and natural, have an edge that is vertical and loose, and convey a fabric feeling.
- Arched awnings, curved awnings, bullnose, bubble, mansard shaped awnings and similar non-traditional shapes are inappropriate.
- Shingled or roof-looking awning materials are inappropriate.
- Awnings should not damage or obscure important architectural details.



Appropriate Design Techniques

- Clearance between the bottom of an awning and the sidewalk should not be less than 7'-6" and not more than 9'-0" with 8'-0" being the preferred distance.
- Awnings should have a metal or wood support structure that is well-designed and pleasing to the eye.
- Awnings shall project no more than 6' -0" from a building and no less than 3'-0".
- Awnings shall be made of canvas or canvas-like fabric material with a non-shiny finish. Vinyl material or other shiny fabric material is inappropriate.
- It is desired that awnings be designed with a traditional flat pitch only with slopes ranging between 7/12 and 12/12.
- Awnings may have open sides or closed vertical sides.
- Metal canopies that are similar in form to fabric awnings may be appropriate when designed as an integral part of a building facade and not appearing as a tacked-on addition. Often these canopies have a standing seam-type material and have well-designed bracket supports.

Awnings and Canopies

Appropriate Design Techniques

- Awning color should be coordinated with the color scheme of the building. In general, solid color awnings should be used on buildings with intricate and abundant architectural detailing while striped awnings might be used on simpler buildings to introduce color and pattern.
- Awnings and canopies that interpret the historic role of awnings and canopies may be appropriate if well-designed. A metal or glass awning may be appropriate but should be employed as a special stand-alone isolated element (entrance to historic grange)
- Where possible, align awnings with others on the block.
- Awnings may incorporate graphic symbols or company logos (if well designed) on the sloped body - incorporate only one per awning. The awning valence may be used for simple signage such as the name or address of a business.
- Awnings should reflect the overall facade organization of a building. Awnings should be located within the building elements that frame the storefront.
- Operable awnings are encouraged on historic buildings.
- Awnings may have scalloped or decorative valences. Valences should be no more than 8" deep.
- Awnings may be used on upper floor windows to create interest, color, order and rhythm.
- Awnings may turn a corner.

Arcades

Open arcades were a common façade element on Main Street buildings throughout the late 19th century and early 20th century. Arcades are traditionally flat roofed column supported structures built to cover the sidewalk in front of a building. They provided shade from the sun and shelter from the rain and snow and in some cases highlighted the entrances to ground floor retail. Arcades may still be found on many buildings in small historic towns and villages throughout the country.

- Arcades should be constructed of weather resistant materials, synthetic high-density foam trim products (Azek), or cement board trim materials (Hardi-trim)
- Porches are of similar construction as arcades except that their design exhibits considerable variation one to the other, they are built to the edge of a sidewalk, they have a wooden floor, often they have railings at the floor and the columns and roof designs are quite varied in style.
- Columns are typically square and decorated or detailed with bases, capitols, chamfers, and trim details.
- Columns should be no closer to the street curbing than 3' and set on a 12" base (min.) made of concrete or masonry.
- Ceilings typically are finished with breadboard, decorative panels of wood or tin, wood grids of varying designs, etc. Ceilings should be at least 9' from the sidewalk underneath.
- Recessed or surfaced mounted lighting is recommended.
- Hanging signs perpendicular to the building may be incorporated (see the signage section).

Miscellaneous Elements

Marquees

A marquee is a flat, thin, often decorative roof like structure usually supported from a building by metal rods or cables. Marquees are usually installed at the main entrance to a building.

- Construction of a marquee is typically of metal (steel, aluminum, stainless steel).
- The edge of a marquee often is decorative.
- The roof of a marquee typically is solid but often they are constructed of transparent or translucent glass.
- The ceiling of a solid marquee will vary in design and may be smooth, decorative metal panels, a grid systems, etc.
- Recessed or surface mounted lighting may be incorporated. Often a marquee will have theater type repetitive small round bulb "marquee lighting."
- Historic reference material should be consulted before designing a marquee for a building.

Security Gates and Grilles

- If determined a requirement, security grilles, gates, and bars should be placed inside the store in an unobtrusive, built-in manner so as to help maintain a friendly appearance to a storefront.
- Clear security glazing is a preferable security solution in lieu of security gates and grilles (use laminated glass, wine glass, lexan inner glazing).
- Avoid using exterior opaque shutters, accordion grilles, heavy iron bars, solid rolling overhead doors, fire shutters, sliding grilles and the like. These devices convey to the public that this is a neighborhood that is unsafe.
- Avoid exterior surface mounted security grilles and grille framing.
- Iron bars (light in appearance) and decorative iron grilles may be used in a storefront or entrance door situation if decorative in appearance and well designed.
- Visible security edge tape may be employed if decorative in appearance.
- Security measures should be employed in a manner that is not threatening to the buying public. Installing security devices in an unobtrusive way requires careful thought and planning. In the end, the whole neighborhood benefits by offering a healthy face to the community.

Repair and Cleaning

- Proper, vigilant, & continued maintenance is essential to the visual appeal and longevity of a building and its component parts. Such disciplined maintenance will enhance the appearance and appeal of the streetscape and its architectural edge.
- Information relative to proper repair and cleaning of buildings and their components may be found in the literature and websites of the National Trust for Historic Preservation, The Landmark Society of Western New York, the New York Preservation League, along with other historic organizations.
- Other information on cleaning and repair may be found in the literature and websites of particular building materials institutes such as the Brick & Masonry Institute, the Western Red Cedar Institute, Roofing Association, and other such trade organizations.

Miscellaneous Features

Building Lighting

- Appropriate exterior lighting on the facade of a building is encouraged as it adds design interest, a sense of liveliness, identity, and business presence.
- Avoid fixtures and the mounting of fixtures that cause a glaring, distracting light to both pedestrians and motorists.
- Decorative, authentically historic surface-mounted wall bracket fixtures are appropriate on ground floor masonry piers of a facade. Mount above head height.
- Fixtures that illuminate a building facade (or selected parts of a facade) with a wash of light are appropriate.
- Illuminating a building's entrance is encouraged.
- Downlighting under a marquee is encouraged.
- Sign lighting is encouraged (refer to signage section).
- Avoid the use of continuous window edging neon.
- Appropriate, creative, interesting window display lighting is encouraged.
- Creative, suitably located, non-obtrusive, neon graphic signs are appropriate if well designed. Neon signs require approval by the Town Planning Board.
- Freestanding post signs in the front yards of buildings set back from the sidewalk may be illuminated with ground spots or post mounted gooseneck type fixtures.

Replacement of Historic Components

The original and historic parts of a building that have deteriorated beyond repair should be replaced with matching components (design, material, attachments, color) as is feasible. However, there are several products available that are appropriate substitutes for replacing original materials. Their use and installation should be done in accordance with their manufacturer's latest installation instructions. Such component substitutions may be as follows:

Wood clapboard siding:

- Primed cementboard siding (5/16" x varying widths).

Wood board and batten siding:

- Primed cementboard sheets and battens (Hardiboard).
- Cedar plywood w/ cedar battens. (T-III)

Flat wood trim:

- Primed cementboard trim (3/4" and 1" thick by varying widths) (Harditrim).
- High density composition fiberboard primed on all edges. (3/4" and 1" thick by varying widths) (Primetrim).
- High density urethane foam boards (3/4" and 1" thick by varying widths) (Fypon).
- High density cellular pvc foam board (varying thicknesses and widths) (Azek).

Decorative exterior wood mouldings:

- High density cellular pvc foam moulding trim (varying profiles and sizes) (Azek).
- High density urethane foam moulding trim (varying profiles and sizes) (Fypon).

Decorative exterior wood or metal components (brackets, finials, spires, ballcaps, dentils, cornice, etc.) :

- High density cellular pvc foam components (Azek).
- High density urethane foam components (Fypon).
- Pre-manufactured fiberglass components.

Decorative wood columns (square, round, tapered, classical, etc.):

- Fiber reinforced polymer composite columns (HB&G).
- Polyethylene (Permapost by HB&G).

Wood railings and balusters:

- Fiber reinforced polymer composite members (HB&G).
- High density urethane foam components (Fypon).
- High density cellular pvc foam components (Azek).
- Vinyl railing components.

Stone railings, lintels, caps, watertables, cornice:

- Cast stone members.
- Epoxy stone aggregate members.
- Fiber reinforced polymer composite members.

Wood shingle roofing:

- Fiberglass architectural shingles (30-50 year).

Leaded glazing:

- Lead tape with simulated lead solder joints.

Wood muntins:

- Simulated divided lights - wood or metal muntins adhered to each side of glazing with spacers in double glazing.

Wood raised panel doors:

- Fiberglass raised panel doors with foam cores.
- Embossed steel doors with foam cores.

Signage

General Inappropriate Design Measures

- Signage that is glaring, oversized, unprofessional or detracts from the quality of character of the Macedon Village public realm.
- Billboards; animated, flashing, intermittently lighted or moving signs; and portable or wheeled signs are prohibited (except for portable sandwich boards up to 7 square feet).
- Internally lit box signs are not permitted.
- Lighting shall not shine into or create glare at pedestrian or vehicular traffic.
- No sign or portion of a sign shall extend above the cornice line at the top of the building face.
- Temporary signs, such as banners and paper signs in windows should be removed in a timely manner. The use of temporary signs that outlast the advertised sale or promotion is discouraged. The use of paper signs should be kept at a minimum if at all as these signs tend to create a cluttered, uninviting, shoddy image for a business and the neighborhood.
- Signs painted on building or street walls (except approved non-advertising murals on blank sidewalls are permitted).

General Appropriate Design Techniques

- Signs should be clearly understood, informative, and durable. Appropriate signage is desirable for advertising Macedon's businesses, merchants, and services.
- Well designed signage adds an element of festivity and decoration to the public realm. Signs should make a positive contribution to the public realm and enhance the Main Street Design District.
- Signs that are handcrafted or have the appearance of being handcrafted or historic are encouraged. However, contemporary signs that are well designed are appropriate.
- Lettering style may be the most critical element of sign design. Lettering is encouraged to be serif type, orderly, well proportioned and not overly flashy or pretentious.
- Sign ordinances and guidelines as described in the Village zoning ordinance shall take precedence where more stringent.
- Design the size and shape of signage to complement the storefront and building facade. Create signage big enough to be read easily and small enough to compliment the buildings' facade design.
- Use as few words as possible for clarity. Choose large and easy to read letter-size and style.
- Select sign colors complementary with building colors. Too many colors can be confusing if not used properly. Use rich colors with enough contrast to read clearly.

Signage

General Appropriate Design Techniques

- Signage should be designed for the pedestrian, be easy to read and graphically interesting. Dark backgrounds with lighter lettering often creates a richer look, but dark letters on light backgrounds are reflective. Contrast provides the most legibility.
- Provide 5" to 8" high building street numbers in a style compatible with the building style.
- Recondition and reinstall old style historic signs whenever possible if appropriate.
- Sign lighting should be focused on the sign itself and not spill over too much onto the adjacent building facade.
- The overall design of all signage including the mounting framework shall be designed to relate to the design style (Greek Revival, Craftsman, Art Deco, etc.) of the building facade. In all cases, the sign shall adopt the decorative features of the building.
- The total maximum allowable sign area for all signs (combined) is one and one-half square feet per linear front foot of the street facing facade, not to exceed 64 square feet.
- For double faced signs, each side shall be counted toward the maximum allowable square footage.
- The structural materials of the sign should match the historic materials of the building. Wood, metal, stucco, stone, brick, or glass is allowed. Plastic and vinyl or similar materials are prohibited (vinyl film letters are allowed). Neon, resin to give a wood appearance, and fabric may be used as appropriate.

General Appropriate Design Techniques

- Well designed, simple logos and other decorative images make for good signage often in lieu of lettering (especially for projecting signs).
- As a general rule, letters should not occupy more than 75% of a sign panel.
- Place signs to indicate the main entrance of a business.
- Consider interior neon signs which can lend themselves to creative and artistic expression. Follow rules for window signs with regard to size.
- Coordinate a sign within the overall facade composition. Locate a sign on a building such that it will emphasize design elements of the facade itself. Wherever possible, place a sign so that it lines up with others on the same block or with distinct architectural features of adjacent buildings.
- In creating a sign program for a building, each building or business may have these four sign types: a primary sign, a secondary sign, a free-standing sign, and temporary internal signs.
- For pedestrian oriented signs see the following guidelines for minimum letter sizes for intended reading distance: 1" for 10'; 1.5" for 20'; 2" for 30'; 2.5" for 40'; 3" for 50'.
- Signs applied directly to storefront and lower building surfaces should contain letters between 9"-14" high.

Signage

Wall Signage

- Wall signs are permitted within a horizontal band, no more than two feet high (2') located between the ground level windows or awning and the second story windows except that signs shall not obscure significant architectural features or details of the facade.
- No more than one wall sign per business is permitted on each street facing a building wall or street wall.
- Wall signs shall be externally illuminated only (except that signs having individually illuminated letters are permitted, along with back-lit letters). Signs that utilize neon or similar lighting shall be reviewed on a case by case basis.
- A masonry, ceramic, or metal plaque bearing the owner's or building's name, address, and or year built may be placed on any non-glazed portion of the building facade between grade and 12' above grade or in the cornice/ parapet or between the top of the upper story windows and the eave or cornice/ parapet.
- Generally, wall signs should not exceed in length 70% of the frontage of the business.
- Wall signs shall project no more than 6 inches from the building wall.

Projecting Signage

- No more than one projecting sign per business is permitted on each street facing building wall in lieu of permitted wall signs.
- Projecting signs shall be no more than 36 inches vertical, or 36 inches horizontal, and shall be mounted at least 8 feet (clear) above the sidewalk. Area of the sign shall be no more than 8 square feet.
- Projecting signs may be externally illuminated only. Lighting sources may be mounted on the building (gooseneck type or similar) or on the sign support. Building mounted lighting shall not disturb the architectural details of the building.
- Mounting masts or supports shall be fabricated of metal or wood and shall be designed so as not to damage or obscure significant architectural features of the building facade. The design of mounting masts or supports are encouraged to be decorative.
- The tops of projecting signs shall be no higher than the sills of the second floor windows.
- Sign lighting is encouraged, such as historic or contemporary wall-mounted gooseneck fixtures for wall-mounted signs, arm-mounted (or wall-mounted) historic or contemporary gooseneck fixtures for projecting signs or banners, spotlighting of painted window glazing signs.

COOPERSTOWN
Chamber of Commerce
Visitor
Information
Center

Pappalardo
&
Pappalardo
Law Offices

Victorian
INN
LODGING
RESTAURANT
VACANCY
VICTORIAN INN
Silva's
FINE
JEWELRY
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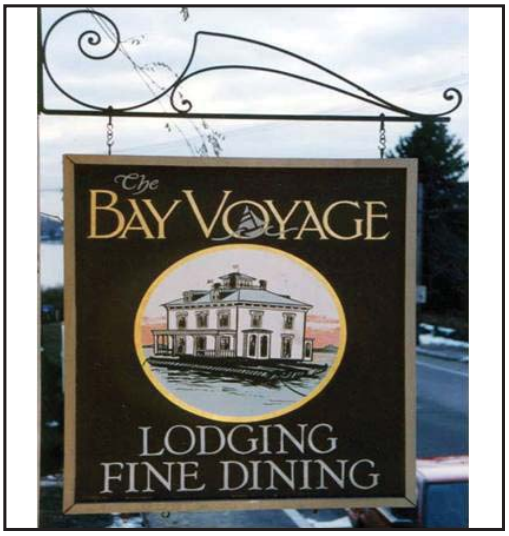
VICTORIAN INN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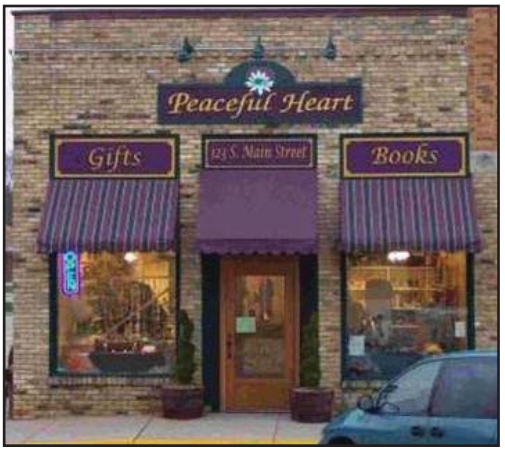
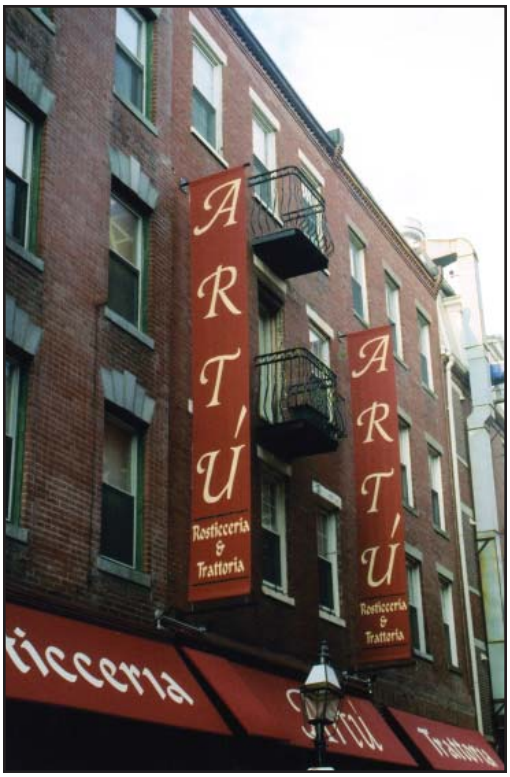

Peaceful Heart
Gifts
123 S. Main Street
Books

Projecting Banner Signs

- No more than one projecting banner sign per business is permitted for each 30'-0" increment of street-facing building wall in lieu of permitted wall signs.
- Projecting banners shall be no more than 36 inches wide but may be of unlimited height provided they are mounted below the cornice or eave line. Projecting banners shall be mounted at least 9 feet (clear) above the sidewalk.
- Projecting banner signs shall be of fabric suitable for this use. Shiny or reflective materials are discouraged.
- Mounting masts or supports shall be fabricated of metal and shall be designed so as not to damage or obscure significant architectural features of the building facade. The design of the mounting supports is encouraged to be decorative.



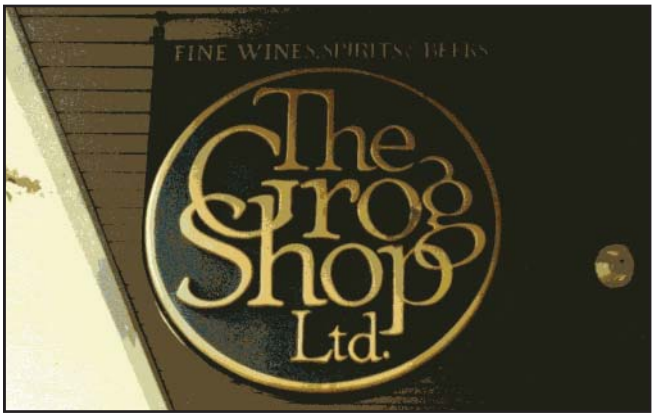
Signage

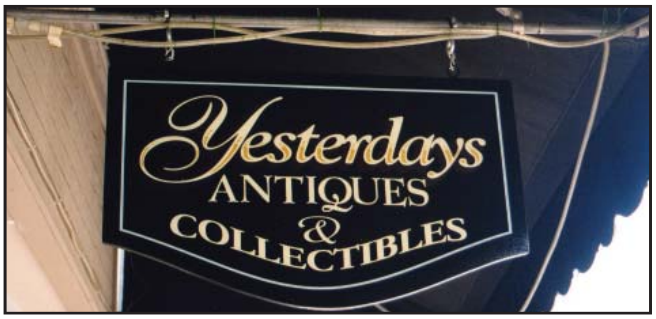
Awnings or Canopies

- No more than one awning/ canopy sign per business is permitted on each street facing awning/ canopy in lieu of or in addition to permitted wall signs and/or projecting signs/banner signs.
- Awnings/ canopies are intended to be designed in segments along the building facade (instead of one long awning) such that each business would have its own awning. Only one business per awning/ canopy is permitted.
- Signage on awnings/ canopies is limited to 5 inch tall lettering on the vertical face of the awning/ canopy at the street side.
- One medallion, graphic, or business logo is permitted for each awning on the sloped surface.
- Generally, lettering and/or graphic elements should comprise no more than 25% of the total exterior surface of the awning/canopy.

Hanging Signs

- A small hanging sign is easier for a pedestrian to read than other sign types and is encouraged.
- Locate small hanging signs at business entrances.
- Such signs usually occur under canopies or awnings and are perpendicular to the building facade.
- Signs should be no longer than 50% of the width of a canopy/ awning.
- Hanging signs should have an 8 foot clearance to the sidewalk but 7 foot clearance would be acceptable under a canopy/ awning.
- Size of a hanging sign should be no more than 3 square feet in size if an entryway identification sign and 8 square feet if a full business identification size.





Free Standing Ground Signs

- Ground signs shall be located close to main entrance sidewalk, a minimum of 5 feet behind the street right-of-way.
- No ground mounted sign shall be located closer than 10 feet to any adjacent lot line.
- Ground signs shall have a maximum area of 12 SQFT and maximum height of 6 ft.
- Signs may be arm-mounted, pole-mounted, or double-pole mounted.
- Signs shall be placed perpendicular to the related building.

- The intent for these sidewalk sign guidelines is to encourage appropriate creativity and imagination in the design of this type of sign such that the visual pedestrian experience in the village of Macedon is stimulated, enhanced and informed.
- Refer to the Macedon Village Zoning Code for details and permissibility of movable sidewalk signs for a particular street address

Permitted signs are encouraged to follow the design guidelines:

- Signs should be no larger than 7 square feet (A-frame signs – 7 square feet per face) with the maximum width no greater than 2.5' and the maximum height no greater than 4' from grade.
- Signs should be custom constructed (standard white plastic A-frames are not encouraged as they lend little design character to the street).
- Signs should exhibit originality in design, shape and color. A basic rectangular sign, if interesting, may be appropriate but not very imaginative.
- Signs are to be displayed only during business hours.
- Follow the general sign guidelines for lettering, color appearance, etc. in the General Appropriate Design Techniques for Signage section.
- Signs are to be constructed of durable materials so they may have a well maintained attractive visual appearance. Signs should be extremely well maintained in color and visual condition.
- Sidewalk signs should be located so as not to impede pedestrian flow or to impair pedestrian safety.

Windows

- No more than one window sign per business is permitted on each street facing storefront window in lieu of or in addition to permitted projecting signs or banner signs.
- Multiple signs are allowed if they are identical (or identical in character and configuration) and occur on glass segments no less than 4 feet in width.
- Window signs shall be designed to minimize interference with required window transparency.
- Window signs shall be professionally installed using generally recognized fonts and lettering.
- Window sign size shall be a maximum of 15% of the window area for each window below 8 foot height. Window signs shall count towards the maximum sign area requirement.
- A window sign may also be an interior hanging sign constructed of appropriate durable materials.
- Painted window signs may be painted on transom windows above the main storefront windows. Size of the sign shall be a maximum of 30% of the transom glass.
- Painted window signs may be painted on second floor windows to identify businesses on the second or third floors.

Street Furniture

Street furniture should be used to enhance the public realm. Elements such as benches, trash and recycling receptacles, bike racks, bollards and planters can improve the pedestrian environment and provide attractive, functional elements supporting commercial enterprises. These elements should be compatible with the Village of Macedon and located in areas so as to provide efficient and pleasant pedestrian circulation.

General Street Furniture Guidelines

- Street furniture should be coordinated with overall streetscape design and improve pedestrian amenities throughout the Village of Macedon.
- Street furniture should work together in color, style and character.
- New development should use streetscape furniture consistent with the standards set by the guidelines, having similar materials and colors.
- Street furniture should allow for a minimum five feet of clearance for pedestrian circulation.
- Street furniture located in the public right of way should be reviewed/ approved by the appropriate oversight agency.
- Benches, trash and recycling receptacles, and other furniture should be clustered in high traffic areas such as pedestrian route intersections, major building entrances and outdoor gathering areas.
- The street furniture character should be modest while also meeting contemporary functional needs.
- Materials and street furniture design should be guided by durability, functionality, aesthetics and cost, assuming high quality fixtures will offset their cost with a longer life expectancy ("street grade" is preferred).
- Ensure proper placement of furniture; do not block pedestrian walkway or curb ramps or create sightline problems.
- Ensure adequacy of overhead clearances and detectability of protruding objects for pedestrians who are blind or visually impaired.

Street Furniture

Benches

Seating should be incorporated into the streetscape in appropriate areas but should not impede pedestrian circulation.

- Install benches in high traffic areas and areas of interest.
- Bench design should be consistent with other street furniture.
- The location of benches should provide a sense of comfort.
- Benches should be located parallel to the street edge. Where feasible, (i.e. bump outs) benches may be located perpendicular to the street edge.
- Benches should not be located close to the curb and should be buffered from vehicular traffic with other street furnishings (i.e. planters).
- Bench location should be coordinated with transit services to be compatible with stops and waiting areas.
- Benches should be located in compliance with current ADA clearance requirements.

Trash and Recycling Receptacles

Trash and recycling receptacles should be located on street corners and mid-block at high-traffic pedestrian areas throughout the Village of Macedon. Outdoor gathering spaces should also include such receptacles.

- Receptacle design should be compatible with other furnishings.
- Receptacles should be clustered with other street furniture and, where appropriate, used as buffers.

Bicycle Racks

Bicycle racks should be located in high-traffic areas throughout the main street and should not impede the flow of pedestrian traffic along sidewalks.

- Bicycle racks should not be located directly in front of store/building entrance or exit.
- Racks should be located to provide adequate clearance from utility vaults when occupied by a bicycle.
- Racks cannot be located adjacent to an accessible parking space.
- Bicycle racks should not be located closer than two feet to the curb.
- Bicycle racks should be located two to three feet from any other street furniture, adjacent parking zone, or other obstructions.

Street Lights

The role of street lights is to provide light at night for both vehicular and pedestrian activity; provide an edge separating vehicles from pedestrians; lend visual intent and character to the public realm.

- Lamps should be mercury vapor or low yellow sodium.
- If tall fixtures are required for vehicular traffic provide pedestrian hight fixtures on same pole.
- Poles should be spaced no more than 100 feet on center.
- Poles shold be able to accomodate banners and hanging planter baskets.
- Light fixtures/heads and poles should be simple in design and not overly Victorian in detail.

Bollards

Bollards should be considered in locations to create pedestrian and vehicular separation. Decorative, metal or stone, non-lit bollards should be installed in locations such as bump-outs or curb extensions.

- Bollards should be placed where appropriate along edges of open spaces and pedestrian paths.
- Bollards should be placed along the edges of bump-outs or curb extensions to identify curb-cut locations for pedestrians and curb and sidewalks for drivers.

Planters

Planters should provide visual interest and vegetative softening for the streetscape environment.

- Planter design should reflect the other street furniture elements.
- Freestanding planters should be installed at teating areas, along the edges of parking lots, in outdoor gathering spaces and in clustered furnishing areas .
- Planters should contain plant materials that provide color and, when appropirate, contain indigenous plant materials.
- Provide year-round visual interest with plant materials i.e. grasses.

Public Realm: Building Groups and Infill

- Plan for as much on-street parking as possible. Initiate strategies to insure that such parking is for retail/office customers.
- Provide parking areas, behind main street buildings, that are hidden from view of pedestrians. Provide adequate, well-designed signage locating these parking areas. Provide as many well-designed pedestrian friendly access walkways to back lot parking areas as possible.
- Parking areas that are exposed to the main streets should be well screened by tree and hedge-type landscaping and well-designed substantial fencing. Buffer strips should be at least 10 feet wide.
- Main Street sidewalks and walkways for pedestrians should be at least 12 feet wide where at all possible. Such walks should be designed with generous quantities of brick or concrete pavers and other decorative elements.
- Provide appropriate types of mature street trees spaced at 30' to 40' between each other. Plant in continuous tree lawns (provide 2' paving between tree lawn and curb); or in porous masonry paver strips; or in tree wells with decorative grates (min. 5' x 5'); to insure that trees receive adequate watering. Provide electrical power for decorative string lights and/ or flood-type fixtures. Provide expert maintenance on all tree plantings. In commercial (retail) areas, trees with a lighter canopy (i.e. honey locust) should be considered. Maintain these trees to grow such that the canopy will be high enough for sign visibility (8 feet).

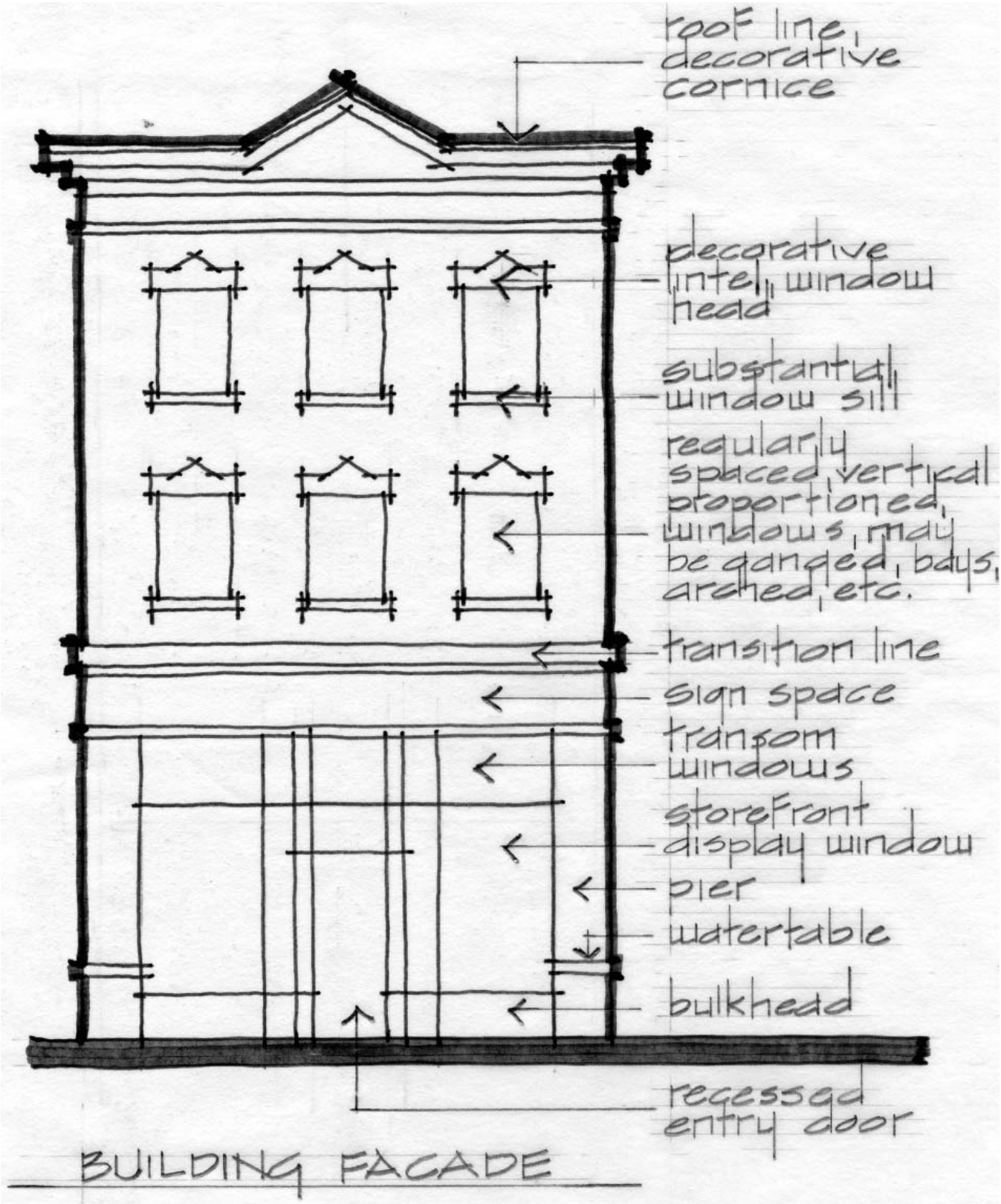
Public Realm: Building Groups and Infill

- Provide pedestrian scaled well-designed street lights at regular spacing (no more than 50' apart).
- Incorporate colorful, informative, large-size banners along main streets - attach to banner poles, light poles, etc. Change seasonally or for special events.
- Provide opportunities for the display of flowers - hanging baskets, tree lawns, large street pots, at building facades, etc. - keep well-maintained.
- Provide opportunity for decorative lighting of Main Streets - in street trees, on building facades, strung across streets, etc - Christmas-type lights (white or multi-colored) orchestrated individual lights.
- Introduce street furniture to Main Streets that include appropriately placed and well-designed and durable benches, waste containers, bike racks, newspaper dispenser enclosures, etc.
- Pedestrian crosswalks should be accentuated by constructing natural paver pedestrian ways or similar marked areas. Provide mid-block crossings where feasible. Provide distinct signage for motorists announcing crosswalk locations.
- Install street designation signs that are special, unique, reflect the character of the main streets, and are well-designed, readable and interesting.
- Building and business owners should be encouraged to install awnings, marquees, building lighting, well-designed signage, interesting and well-designed storefront displays - avoid cluttered windows.

- Utility poles and wires along Main Streets should be relocated to the backs of properties wherever possible.
- Introduce gateway signage or structures (piers, decorative fencing, overhead archways, etc.) announcing the entrance into Main Street areas or special places (parks, parking areas, special buildings, etc.).
- Provide green space in the form of small greens or squares as a focal - introduce special public architectural features such as clock towers, carillons, statues, sculptures, etc. in appropriate and prominent places.
- Introduce artwork to the Main Streets in the form of murals, banners, sculpture, etc.
- Create an identity for the Main Street by focusing on and visually promoting its unique history, industry, environmental qualities, etc.
- Promote the aesthetic qualities of Main Street through extensive advertising, establishment of a Business Improvement District, employing a Main Street manager, hold seasonal street events, and other ways to attract people to the Main Street.
- Keep public buildings in the heart of the Main Street District - library, village/ town hall, churches, community center, post office, etc.
- Design traffic signals with aesthetics in mind and locate so as not to be intrusive in the streetscape - paint them a pleasing color.
- Street widths, lane widths (maximum of 10 feet wide) should be designed to accommodate steady vehicular traffic

flow yet at speeds that do not exceed 25 mph. Parallel parking lanes should be between 7 and 8 feet wide. Right turn lanes should be discouraged. Left turn lanes should be kept at a minimum. The emphasis for a Main Street street should be for the pedestrian.

- Encourage large tractor trailer trucks to choose alternate routes around Main Street.
- Construct well-designed bump-outs at major and minor street intersections that incorporate decorative design elements of paving, planting, artwork, street furniture. Bump outs slow traffic and focus on the pedestrian.
- Consider the use of decorative medians in appropriate locations. Consider the use of roundabouts in street design.
- Look for unique, adaptable design opportunities that would enhance the streetscape appeal of Main Street through travel and study of other regional, national, or international communities.
- Insure a continuous architectural street wall by encouraging and promoting new infill buildings that are designed in accordance with these design guidelines.
- Provide continuous curbing interrupted only by streets and minimal width parking entrances.
- Exposed parking areas should be kept at a minimum.


roof line, decorative cornice
decorative lintel, window head
substantial window sill
regularly spaced, vertical proportioned, windows, may be ganged, bays, arched, etc.
transition line
sign space
transom windows
storefront display window
pier
watertable
bulkhead
recessed entry door
BUILDING FACADE

Architectural Terms

Arcade - a series of arches supported by columns or piers, either attached to a wall or freestanding; a passageway covered over by a succession of arches or vaults supported by columns.

Arch - a curved structure supporting its weight, over an open space such as a door or window, resting on supports at each end.

Awning - a projecting rooflike device, typically comprised of cloth over a metal frame, that is placed over windows or building openings as protection from the sun and rain.

Awning window - a window that pivots on an axis or near the top edge of the sash and projects toward the outdoors.

Balcony - a platform projecting from an upper story located at a doorway and enclosed by a railing (balustraded or solid).

Baluster - one of a series of short posts or pillars, ornamental or simple in design, that make up a balustrade and support a handrail at the top.

Balustrade - a railing assembly composed of balusters and a top rail running along the edge of a porch, balcony, roof, stoop, or stairway.

Batten - a narrow thin board used to cover the vertical gaps between siding boards.

Bay - buildings are often visually divided into repetitive elements, or bays, defined by the space between pairs of vertical columns or elements.

Bay Window - a structure (form or element) containing windows, projecting from the face of a building, that rises from the ground or from some other above grade or upper story support (bracket) and being one or more stories high.

Beam - one of the principal horizontal supports (wood, steel, concrete) building that usually carries floor joists, rafters, or walls.

Bond - term used to describe the manner in which bricks are laid in a wall so that they interlock (running bond, english bond, stack bond, etc.).

Bracket - the plain or decorative supports under a roof, bay window, balcony, cornice, etc.

Brick

Bonding - the term "bonding" in brickwork refers to the repeating arrangement of bricks into various patterns.

Molded Bricks - bricks that are molded into various decorative shapes before firing and used for cornices, moldings, caps and other built-up ornamental details.

Rowlock course - a term for describing bricks laid upright on edge in a row exposing their ends.

Soldier course - a term for describing bricks laid on end so that their faces are positioned vertically in the wall surface.

Building elements - the parts of a building, like windows, doors, bulkhead, cornice, trim, etc.

Bulkhead - the low wall (often decorative) located between the grade/ sidewalk and the bottom of a traditional storefront window.

Canopy - a projecting cover (often decorative), usually at street level, protecting a doorway or entrance. May be cantilevered, suspended from the wall, or supported by columns.

Glossary

Architectural Terms

Cantilever - a horizontal projection from a building, such as a step, balcony, beam, or canopy, that is without external bracing and appears to be self-supporting.

Capital - the topmost portion, usually decorated, of a column or pilaster.

Casement - a window sash that is hinged on the side.

Casement window - a window containing two casements often separated by a vertical mullion.

Clapboards - siding composed of horizontal, overlapping boards, the lower edges of which are usually thicker than the upper.

Clerestory window - a window (usually smaller) placed in the upper portion of the walls of a room, providing extra light.

Colonnade - a row of regularly spaced columns; an open passageway with columns.

Color contrast - the difference in lightness or darkness between two colors.

Color hue - the red, green, or blue of a color; the name of the color.

Color intensity - the brightness of a color; the amount of pure color.

Color value - the lightness of darkness of a color.

Column - a vertical support post (often cylindrical). The parts of a column derived from classical architecture are the base, shaft, and capital.

Coping - a protective cap, top or cover of a wall parapet, (often metal, stone, or tile) commonly sloping to protect the wall material from water.

Corbel - a kind of supporting architectural member composed of a single projecting block supporting an architectural member, or several graduated projecting courses of masonry, providing a ledge.

Corbelling - a series of projections, each stepped out further than the one below it (often found on walls, parapets, and chimney tops).

Corner boards - vertical boards (sometimes decorative) placed at the corners of exterior walls to provide a neat appearance and to protect the ends of the wood siding that butts to them.

Cornice - a decorative molding or ornamentation that caps and projects from the top of a building. Also decorative trim over the tops of windows and doors.

Coping - a cover of stone, metal, tile or brick that protects the top of a wall.

Course - a horizontal row of bricks, stones, or other masonry units. The term is often extended to include any material arranged in a row (roof shingles, siding, etc.).

Cupola - a small, roofed structure, on top of a roof or building to often provide ventilation and light decoration.

Dentil - a small toothlike repeating squareblock ornament spaced in a row to decorate a cornice.

Architectural Terms

Dormer - a vertical structure, usually containing a window, that projects from a sloping roof and is covered by a separate roof structure. The specific name of a dormer is frequently determined by the shape or type of its roof (eyebrow dormer, shed dormer and gable dormer). A wall dormer is a dormer that is flush with the face of a building.

Double-hung window - a type of window with two sash, each sliding by each other on a vertical track.

Down spout - a metal or plastic vertical tube connected to a gutter, placed on an exterior wall or column.

Drip molding - a small projecting molding at the head of an exterior door or window frame, or exterior bed trim.

Eave - the overhanging edge of a roof.

Elevation - an exterior face of a building; also, a drawing thereof.

Entablature - in classical architecture and derivatives, the part of a building carried by columns; consists of cornice, frieze, and architrave.

Entry - the entrance to a building, such as a gate, foyer, hall, vestibule, or porch.

Exterior Insulation Finish System (EIFS) - commonly known as synthetic stucco, is an exterior cladding system composed of an adhesively or mechanically fastened foam insulation board, reinforcing mesh, a base coat, and an outer finish coat.

Facade - the full main exterior face of a building which is the architectural front, usually facing the street. The front elevation.

Facing - any non-structural veneer material (e.g., brick, wood, stucco, plaster, metal, terra cotta, etc.) that acts to cover a less attractive backup or structural wall surface.

Fanlight - a semicircular or semielliptical window above a door or window, usually inset with radiating glazing bars (wood, lead, etc).

Fascia - a horizontal, flat band element, often combined with a cornice and found at the roof line.

Fascia board - a flat horizontal board used to cover the ends of roof rafters.

Faux - (French for "false") not real; made to appear (usually by painting techniques) as something more exotic or expensive as in faux marble or faux wood.

Fenestration - the arrangement, organization, and design of windows (and other exterior openings) in a building.

Festoon - a molded, carved or painted ornament in the form of a garland of fruit and flowers, or sometimes ripe oats, which is tied or suspended at its to ends; often found on a frieze.

Finial - a decorative ornament fixed to the top of a peak, arch, gable, or similar architectural structure or element.

Flashing - pieces of noncorrosive sheet metal bent to fit at wall and roof junctions or between the roof and any projection, such as a chimney as a means of preventing water leaks.

Flat arch - a band of bricks (usually soldiers) or wedge-shaped stones used over a door or window simulating a flat horizontal lintel. Often called a jack arch.

Glossary

Architectural Terms

Fluting - vertical repetitive channeling used on a column or pilaster.

French door, window - a tall fully glazed casement window that reaches to the floor, usually arranged in two leaves as a double door and generally opens inward (could also slide).

Frieze - the horizontal part of a classical entablature just below the cornice, often decorated with carving. Also, any plain or decorative band, or board, on the top of a wall immediately below the cornice; sometimes decorated with festoons or other ornamentation. Porch cornices may likewise be decorated with friezes.

Gable - the upper triangular portion of an end wall of a building formed by the slope of the roof. Also found on dormers, porches, and other building elements.

Gazebo - a small decorative structure or summerhouse with a view, usually a focal piece in a garden or park.

Glazing - the glass in a window.

Grade - the surface of the ground around a building.

Grille - a decorative, openwork grating or barrier, often of iron, used to cover a window, door, wall, or floor opening.

Gutter - a shallow channel of metal or wood set immediately below and along the eaves of a building to catch, collect and carry off rainwater.

Hood - a projection that shelters or decorates a building element such as a door or window.

In-fill - the building filling the void (empty lot) left by the demolition of a single building in a row of similar buildings.

Jamb - the vertical side of a door or window frame.

Keystone - the central wedge-shaped member at the top of a masonry arch; also used as a decorative element on arches in wood structures or trim.

Latticework - thin strips of wood or iron arranged in a netlike grid pattern (interlaced or crossing).

Leaded glass - small panes of clear or stained glass that are held in position by means of lead strips (often in decorative patterns and designs).

Leader - down spout, roof drain pipe connecting a gutter to the ground or underground storm system.

Light - a window pane.

Lintel - a horizontal structural element over an opening which carries the weight of the wall above it. Usually made of wood, stone, or steel; may be exposed or obscured by wall covering.

Louvers - horizontal vents or slats covering an opening which admits air but no light or rain.

Mansard roof - a roof, flat on top, with steeply sloping sides usually made of shingles (often with dormer windows).

Masonry - building construction of such materials as stone, brick, concrete blocks, tile, etc.

Architectural Terms

Masonry veneer - an outer covering laid against, but not structurally bonded to, a wall; used to cover interior structural material thereby giving an improved appearance at a lower cost. Also, masonry veneer may be used as an alternative exterior siding for wood framed houses.

Molding - a decorative band of varied contour materials, used to trim structural members, wall plane intersections and openings (doors, windows, etc.).

Mullion - a vertical primary framing member that separates paired or multiple windows within a single opening; a vertical member separating two casements.

Muntins - thin framing members (often wood or metal) that separate the panes of glass of a window sash or glazed doors.

Newel - the post (often decorative) supporting the handrail at the top and bottom of a stairway. Newels are sometimes given names according to their location along a stairway (e.g., starting newel, landing newel, etc).

Order - In classical architecture, order refers to the specific configuration and proportions of the column including the base, shaft, capital, and entablature (e.g. Doric, Tuscan, ionic, Corinthian, etc.).

Oriel - a bay window on an upper floor extending from the face of a wall, usually supported by corbels or brackets.

Ornamentation - details added to a structure solely for decorative reasons to add shape, texture or color to an architectural composition.

Overhang - the projection of one story beyond the one below. Also, the part of the roof that extends beyond the wall plane.

Palladian window - a three-part window composition with a tall, round-arched center window flanked by smaller rectangular windows and separated by posts, columns, or pilasters.

Pane - a single piece of window glass. Traditional windows are often described according to the number of panes they have (a window with eight panes of glass is called an eight light window). Often a double hung window is described by the number of panes in each of its two sashes (e.g., a six-over-six double hung window indicates that each sash has six panes).

Panel - a portion of a flat surface recessed, or raised from the surrounding area, distinctly set off by moulding or some other decorative treatment of a building.

Parapet (Parapet Wall) - a portion of a wall of a building that projects above a roof (often decorated).

Patina - mottled weathered surface or finish, either naturally occurring or simulated, which gives the look of age; verdigris; aerugo.

Patterned brickwork - brickwork formed into various patterns through the use of bricks of two or more colors or textures. Dichromatic brickwork refers specifically to the use of bricks of two colors to build up a pattern on walls, arches, corners, and around doors and windows. The use of more than two colors is termed polychromatic brickwork.

Glossary

Architectural Terms

Pavers - solid brick, stone, or concrete masonry units used for sidewalks, driveways, patios, etc. Often laid in decorative patterns.

Pediment - an ornamental gable, usually triangular, above a door or window, pavilion or portico (usually low pitched).

Pergola - a structure covering a walkway in a garden, usually formed by a double row of posts or pillars with joints above covered by climbing plants. Often highly decorative with lattice elements included.

Pier - a vertical, rectangular masonry support, more massive than a column. A stout column or pillar that typically frames the storefront portion of a building.

Pilaster - a rectangular column or shallow pier attached to a wall; often decoratively treated so as to represent a classical column with a base, shaft, and capital.

Pillar - similar to but more slender than a pier.

Plinth - a platform base supporting a column or pilaster.

Pointing (repointing) - the treatment of masonry joints by filling with a high quality mortar; used to protect against the weather or simply to improve the appearance of a masonry wall.

Porch - a covered open entrance or semienclosed space projecting from the facade of a building; may be open sided, screened, or glass enclosed. Often decorative with columns, railings, steps, etc.

Portico -- a covered or roofed colonnade used at a building's entrance. A small porch composed of a roof supported by columns, often found in front of an entrance doorway.

Primary building facade - the particular facade of a building which faces the street to which the address of the building pertains.

Proportion - the ratio of height to width; i.e. a "tall" proportion has a greater height than width; a low proportion has greater width than height.

Quoins - large stones, or rectangular pieces of wood or brick clusters, used to decorate and accentuate the corners of a building; laid in vertical series with, usually, alternately large and small blocks. Historically, besides being decorative, quoins actually serve the purpose of reinforcing the corners of a building.

Rake - the sloped end member of a roof.

Raking molding - molding that follow the slope (rake) of a gable, pediment, etc.

Relief - carved or molded ornament that projects from a flat surface.

Reveal - the side of an opening for a door or window between the frame and the outer surface of a wall, showing the wall's partial thickness.

Scupper - an opening through which water can drain over the edge of a flat roof.

Shingles - thin rectangular pieces of wood, slate, asphalt, or other material used in overlapping rows as a means of covering walls or roofs; the butt of the shingles can be cut in a variety of shapes to give the shingled surface a distinctive pattern.

Sidelight - a tall narrow window alongside a door.

Story - a horizontal division of a building, from the floor to the ceiling above it.

Architectural Terms

Roofline - the shape and form of the roof or groups of roofs as it is seen against the sky.

Rosette - any round ornament that is carved, painted, or molded so as to resemble a flower; used as ornamental nailheads or screwheads, as a means of embellishing a wall or ceiling.

Railing - a balustrade.

Rustication, rusticated - stonework composed of large blocks of masonry separated by wide, recessed joints; often imitated in other materials for decorative purposes.

Sash - the part of a window which holds the glazing in place; may be operable or fixed; usually constructed of horizontal and vertical members but may be round or with arched top; sash may be subdivided with muntins.

Segmental arch - an arch formed by an arc or by the segment of a circle.

Setback - the distance from the sidewalk edge or property line to the front of the building.

Shutters - covers hinged on either side of a window; may be plain or decorated, operative or purely ornamental, and on the inside or outside of a building. Inside shutters are sometimes fitted into pockets called shutter boxes.

Siding

Bevel siding, clapboard, lap siding - this type of siding consists of boards that are thicker on one edge than the other; the bottom (thick) edge of one board overlaps the top (thin) edge of the board below.

Board and batten siding - a siding consisting of long vertical boards and thin strips, or battens; the battens are used to conceal the gaps between the siding boards.

Signboard - the horizontal space above the storefront window, sometimes framed with trim, intended for the application of a flat sign.

Sill - the horizontal sloped member at the bottom of a window or door.

Snow guard - a device used to prevent snow from sliding off a sloped roof, or prevent snow from sliding down. Installed in groups or clusters and often are decorated.

Soffit - the exposed underside of a roof overhang, beam, or other architectural component.

Stained glass - colored glass used in mosaics, leaded glazing usually in windows.

Stoop - an entrance platform, usually with several steps leading up to it; the term is sometimes used synonymously with porch.

Storefront - the street level portion of a building facade which was originally intended for display of goods and services. Includes an entrance door, display windows, sign panel, and bulk head.

Streetscape - the combination of banners, benches, waste baskets, light poles, street trees, lawn, decorative paving, etc. along a street.

Street wall - the architectural edge created by buildings and landscaping that enclose the street/ sidewalk creating the "outdoor living room".

Glossary

Architectural Terms

Stucco - a smooth or rough coating for exterior walls made from Portland cement, lime, sand, and water.

Surround - the ornamental frame of a door or window.

Terra Cotta - a fine-grained fired clay product formed into molds, creating ornamental elements for decorating the exterior of buildings; may be glazed or unglazed, molded or carved; usually brownish red in color, but may also be found in tints of gray, white, and bronze.

Tie rod - a metal tension rod connecting two structural members, such as gable walls or beams, acting as a brace or reinforcement; often anchored by means of a metal plate in such forms as an "S" or a star.

Transom - a window or panel directly above a door or another window. Usually small and rectangular, fixed or operating, decorative or plain.

Trim - the decorative material around a door or window; the decorative casing used around a door or window frame. Also material used to create architectural ornamentation on the facade of a building.

Turret - a small tower at upper stories, often at the corner of a building. Common in Queen Anne styles. Is a smaller structure differentiated from a tower which begins at ground level.

Tympanum - the recessed triangular face of a pediment; sometimes contains a lunette, especially in domestic architecture.

Veneer - a decorative thin layer of brick, wood, or other material used to cover inferior structural material thereby giving an improved appearance at a low cost.

Wrought iron - iron that is worked by being forged or hammered.

Wythe - a vertical layer of masonry one masonry unit thick.

Specific Main Street Buildings

Key Location Plan and Addresses

1. 76 Main St.
2. 79 Main St.
3. 80 Main St.
4. 90 Main St.

Main Street Design District

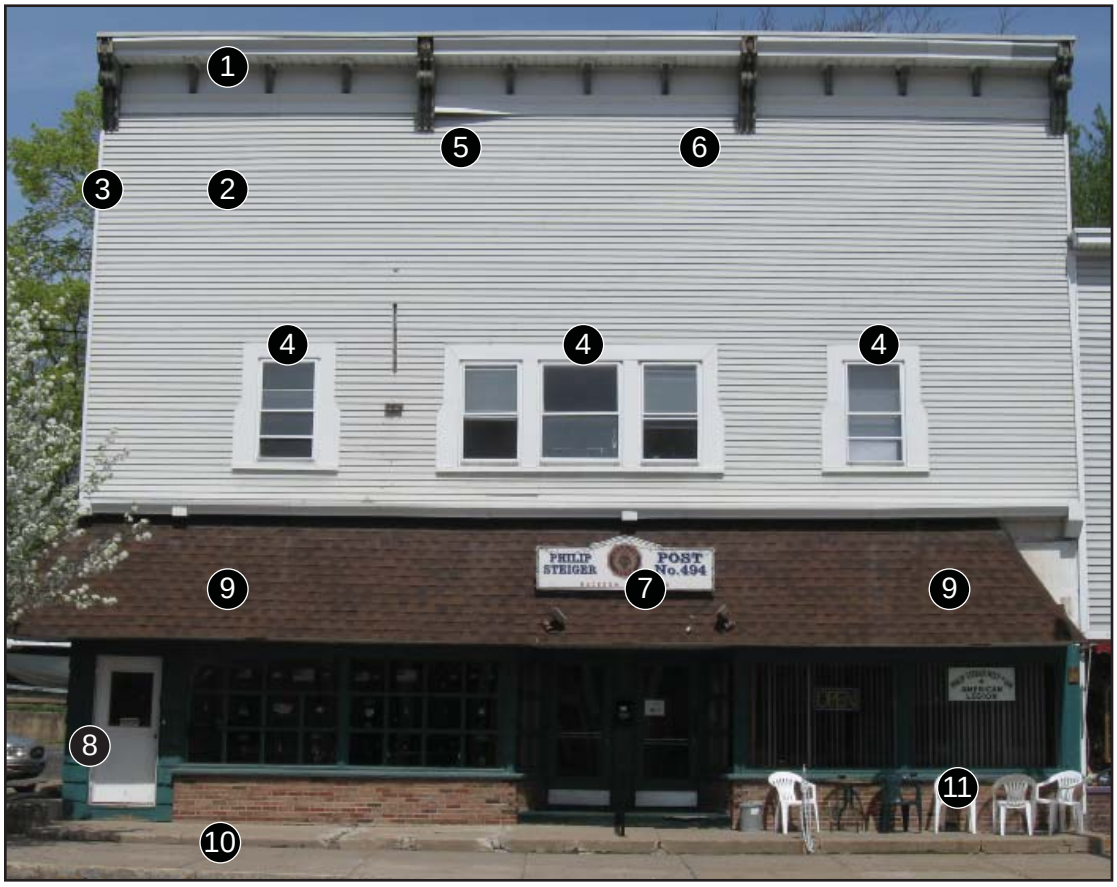
Main Street Design District II

Optional Main Street Design District

The following section focuses on design guidelines for specific buildings along the Main Street of the Village of Macedon. For each building shown there has been a design scheme illustrated along with a written description of the proposal. It is important to understand that the design scheme illustrated is only one idea and that there are many other design solutions possible. In fact, many of the design techniques illustrated could be applied to each and every building shown. These ideas would also apply to other buildings that were not shown.

76 W. Main Street

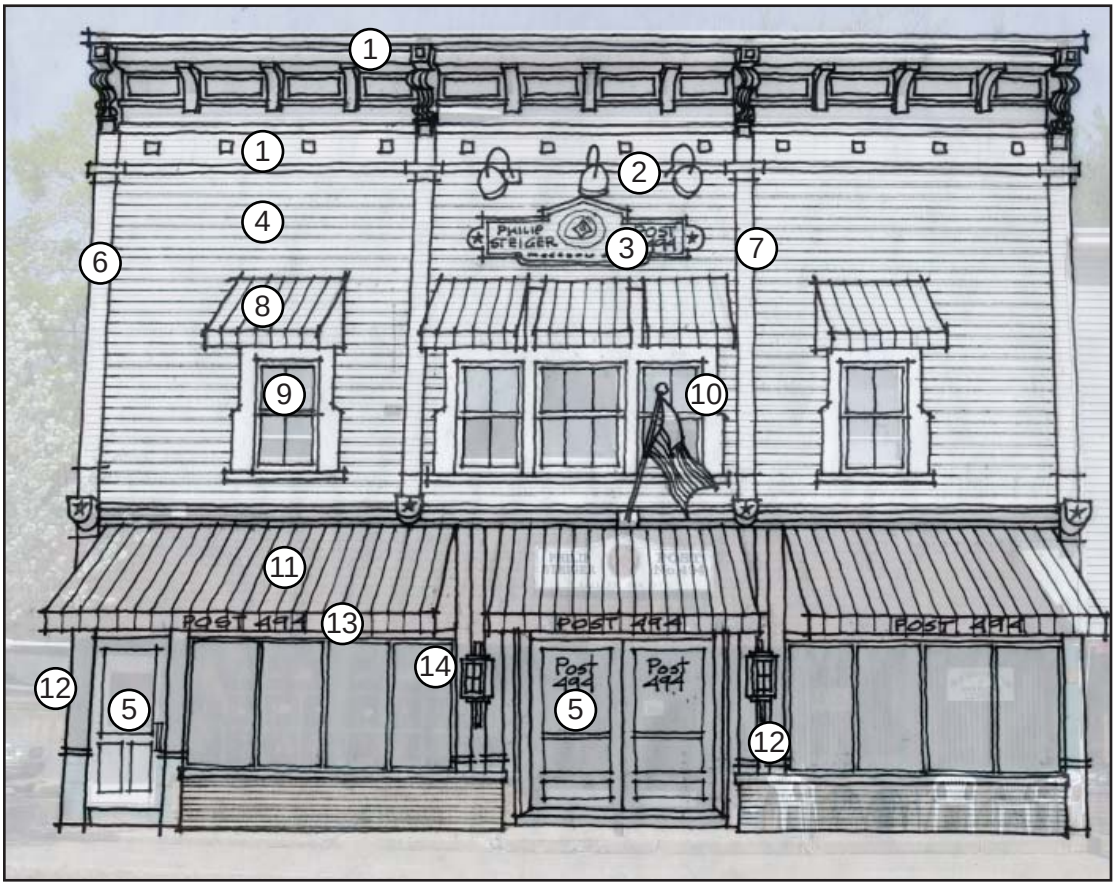
Inappropriate Facade Design Treatment



1. Original cornice covered & poorly detailed.
2. Original siding covered with cheap looking aluminum siding.
3. Thin out of scale corner trim.
4. Original windows replaced by out of scale, poorly detailed windows.
5. Siding requires maintenance.
6. Existing wood trim elements need painting.
7. Sign not scaled properly.
8. Shingle siding not compatible with urban tradition.
9. Solid, shingle canopy / awning too heavy & massive.
10. Cornc. stoop not well maintained.
11. Cheap looking plastic furniture.

76 W. Main Street

Appropriate Design Techniques



1. Install traditional cornice elements, restore existing detailing, design to proper scale.
2. Gooseneck lighting fixtures.
3. Properly scaled traditional detailed sign.
4. Hardi plank cement board siding @ 5" to weather.
5. Restored original doors.
6. Heavy corner trim - wood, harditrim, Azek.
7. Intermediate trim detailing to break up massing.
8. Fabric awnings (panel detailing behind above windows) to add height to windows proportions, add color.
9. Window muntins.
10. Flagpole.
11. Fabric awnings (3) to add scale, color, interest (8'-0" above walk).
12. Substantial trim detailing.
13. Awning signage.
14. Wall bracket light fixtures.

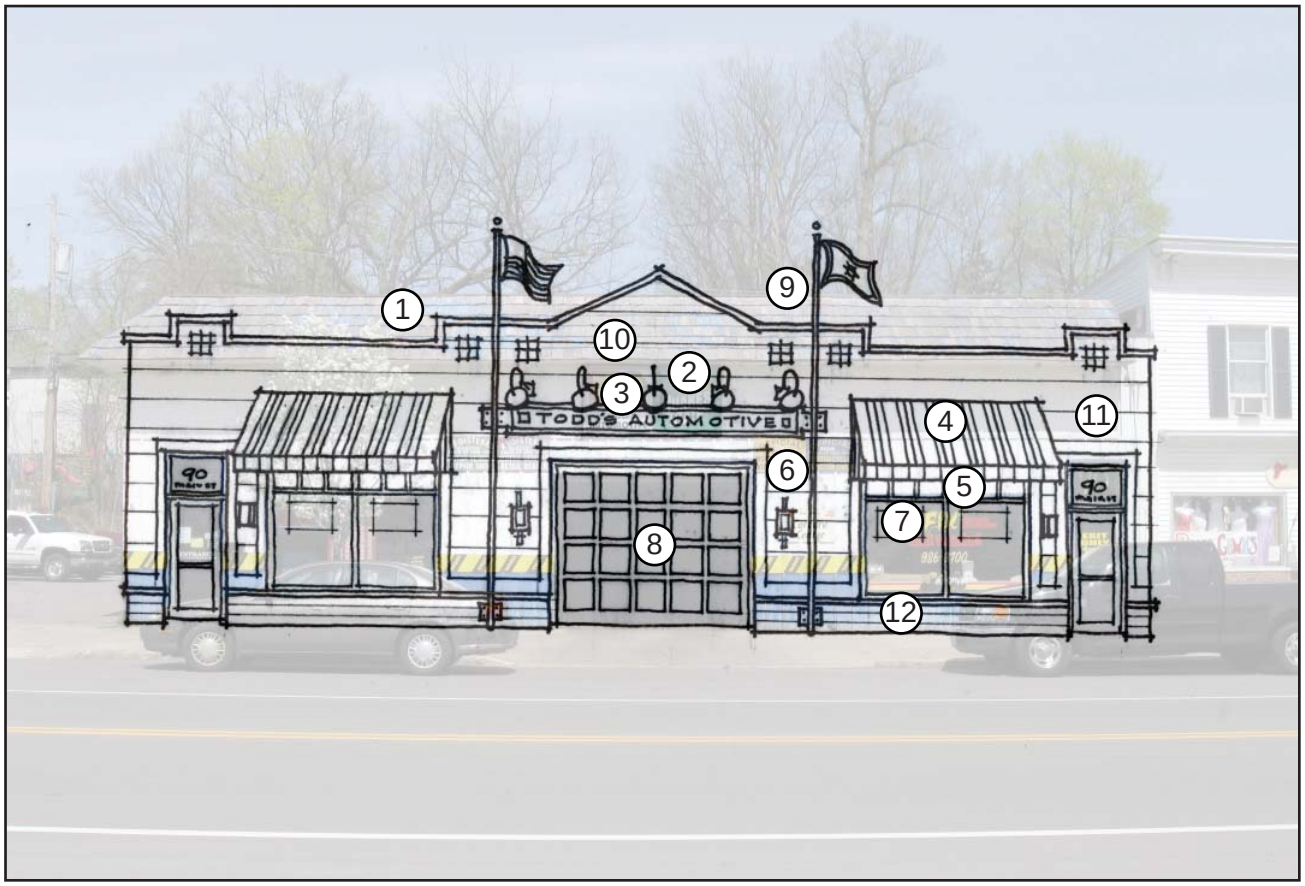
90 W. Main Street

Inappropriate Facade Design Treatment

1. Shingled mansard facia roof out of character, non traditional.
2. Back lit box sign out of character.
3. Wood board & batter cladding acceptable if well maintained. E1FS stucco over original conc. block (or original conc. block) would be acceptable if detailed properly.
4. Facade lacks character & design appeal.
5. Sign location could be improved.
6. Bldg. number visually unappealing.
7. Belt line out of character & flashy.

90 W. Main Street

Appropriate Design Techniques



1. Create interesting traditional roof line.
2. Goose neck light fixtures.
3. Larger yet well proportioned & detailed sign.
4. Fabric awnings add color & character.
5. Enlarge & articulate windows (similar to original).
6. Traditional wall bracket light fixtures.
7. Inspection signs in windows.
8. Transparent overhead door.
9. Flag poles add interest & color.
10. Exterior facade material more represenative of original masonry.
11. Transom signage better proportioned.
12. Base lines up with window sill.

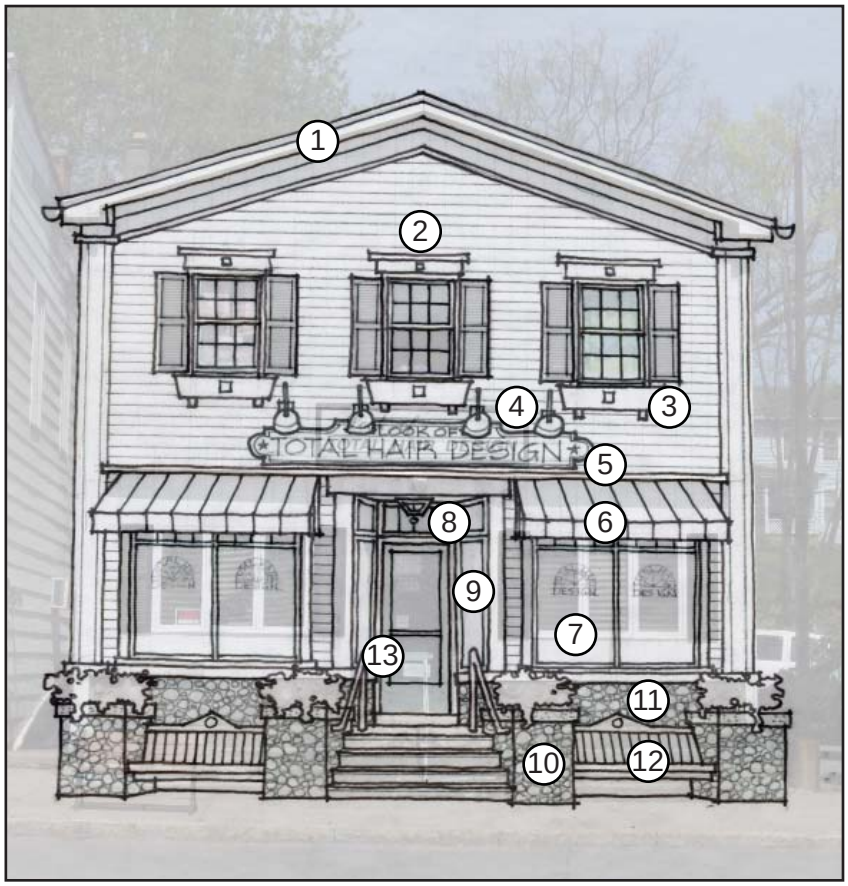
80 W. Main Street

Inappropriate Facade Design Treatment

1. Original cornice removed.
2. Weak gable rake trim detail.
3. Siding our of character.
4. Poor Light fixture location.
5. Casement windows out of character.
6. Shutters out of character on ground floor.
7. Stone bulkhead poorly detailed.
8. Steps not well maintained.
9. Poorly placed / weakly detailed railing.
10. Poorly designed sign.
11. Window not well proportioned (too short).

80 W. Main Street

Appropriate Design Techniques



1. Strong rake & sub rake trim detail.
2. Window head trim detail.
3. Window planter box.
4. Gooseneck light fixtures.
5. Large horizontal sign.
6. Awnings.
7. Large picture window with muttin pattern.
8. Ceiling mounted light fixture.
9. Panel trim.
10. Masonry planters (match bulkhead).
11. Stonework representative of the area in detail.
12. Built in sidewalk benches.
13. Simple pipe railing framing the entrance way.

79 W. Main Street

Inappropriate Facade Design Treatment

1. Vinyl siding & trim uninspiring & non contributing to the bldgs. architectural presence.
2. No front entrance.
3. Windows not proportionally correct.
4. Weak trim detailing.
5. Non transparent overhead doors (are these doors even necessary).
6. Awning not proportionally correct, poor signage, weak awning design.
7. Poor parking in rear sign.
8. Weakly designed bell tower (though might be historic).
9. Paving in front of bldg. (two on street parking spaces lost).

79 W. Main Street

Appropriate Design Techniques

1. Hardi-plank siding - two styles - paint an interesting color.
2. Azek trim or similar - generous sizes.
3. New windows with muntins - larger, similar to original in design.
4. Relocate entrance door to front, metal roof canopy w/ light underneath.
5. Transparent entrance door w/ muntins to match.
6. New all glazed transparent garage doors - similar to historic in pattern.
7. Projecting parking sign.
8. New sign panel - colorful.
9. Gooseneck lighting fixtures.
10. Better detailed bell tower.
11. More interesting color scheme.

Main Street Design District

Village Center Overlay District

The outlined area illustrated below is referred to as the Main Street Design Destrict for the Village of Macedon as oulined on page 4. The Design Guidlines laid out on pages 4 through 81 apply to this district. Within the Main Street Design District also lies the Village Center Overlay Design District (VCOD). The Design Standards as described in pages 82 through 101 apply in this VCOD and take presidence over both the Design Guidlines herein and the Zoning Ordinance, Village of Macedon, Wayne County, New York as prepeared by Stuart I. Brown Associates, Inc. in February 1989 and revised in June 2008. The standards outlined in the VCOD apply to only the alteration and additions to existing and to new buildings, signage, and parking.

Main Street Design District

ARTICLE IX – District Regulations Section 907

Village Center Overlay District (VCOD)

A. Purpose

The purpose of this district is to provide standards for the development of the Village of Macedon's Village Center Overlay District in such a way that it will, over time, evolve into a compact, walkable, mixed-use district with a high quality public realm. The interface of private building frontages with public thoroughfares shapes the public realm and is a major factor in making streets walkable. This Article establishes design criteria that address critical aspects of the design of such frontages to ensure that the purpose of this district is achieved.

B. Definitions

Build to Line: the Build to Line (BRT) is the line up to which the front facades of new buildings shall be constructed. The BRT is illustrated in plan in the Appendix of this Article.

Standard: when used in this Article, the word "standard" shall be deemed to be mandatory and not merely permissive.

C. Administration

The regulations of this article address the design of building frontages and development along the principal streets within the VCOD. For this reason, all exterior alterations and additions to existing buildings visible from the public right-of-way and all new construction within the VCOD shall be subject to review and approval by the Planning Board for compliance with the objectives, and standards set forth in this Article. The provisions of Article V, Administration and Enforcement; Section 504B, Site Plan Approval; Section 504C, Supplemental Regulations Pertaining to Site Plan Approval shall be applicable with respect to any new construction or exterior alterations involving any change in the "footprint" of any structure. All non-emergency demolition except that of accessory buildings of 400 square feet or less, not accessory to a Designated Building of Value, shall also be subject to review and approval by the Planning Board. The Planning Board shall determine whether development proposals are in compliance with the regulations of this article. In the event the Planning Board determines a proposal is in compliance, the proposal shall be approved as expeditiously as possible. In the event a proposal is not in compliance, the proposal shall be returned to the applicant for modification or, if applicable, referred to the Zoning Board of Appeals for a variance. The Planning Board may consult with architects or other design professionals conversant with the principles underlying this Article for advice in determining compliance with the regulations of this Article.

D. Civic Building Exemption

Civic buildings are publicly and privately owned buildings that contain civic uses supporting the common good. Civic Uses may be educational, cultural, religious or governmental. Civic buildings often have a ceremonial quality and their design rarely fits into the norm of the typical commercial and residential structures that are regulated by this Article. For this reason, new Civic Buildings are exempt from the specific requirements of this Article. They are, however, expected to exhibit a high degree of design excellence and any and all exterior modifications shall not be made without prior approval of the Planning Board.

E. Design Guidelines

The attached "Design Guidelines for the Village Center Overlay District in the Village of Macedon, N.Y." shall be made part of this Article. The purpose of these Design Guidelines is to lend guidance, example, and standards to the design and construction of new and renovated buildings in the VCOD.

F. Existing Buildings

1) **Purpose:** The VCOD contains a few buildings that are of historical and/or architectural interest and/or are substantially consistent with the purpose of this Article (Designated Buildings of Value). This Section establishes standards that provide a minimal level of protection for such buildings. The VCOD also contains a number of buildings that are not consistent with the purpose of this article. This Section establishes standards for all existing buildings that will ensure that future alterations and additions bring these buildings into a greater degree of compliance with the requirements of this Article for new construction.

2) **Designated Buildings of Value:** All existing buildings in the VCOD constructed before 1940 that are listed in the appendix and all buildings constructed in or after 1940 that are substantially consistent with the purpose of this article and all existing civic buildings shall be classified as Designated Buildings of Value.

3) **Standards – Designated Buildings of Value:** The following standards shall be applicable to exterior alterations to Designated Buildings of Value in the VCOD:

a. Original or significant materials and/or features of a structure shall be maintained and repaired rather than replaced whenever possible.

b. If replacement of existing materials or features is necessary, the new feature shall match the old in design, color, texture, and other visual qualities.

c. Replacement of missing features shall be based on historical, documentary, physical or pictorial evidence.

d. Minimal alterations to the building or structure shall be made.

e. Each property shall be recognized as a product of its own time. Alterations that seek to create a false sense of historical development are discouraged.

f. Changes to a building that have taken place over time are evidence of its history and development. Those changes that have acquired significance in their own right shall be recognized and preserved.

g. Where architectural or site features are determined to contribute to the character of the property or the district, proposed alterations or additions shall be designed to minimize the impact on those features.

h. New additions, exterior alterations, or new construction shall not destroy historic materials or general features that characterize the property. The new work shall be compatible with the massing, size, scale and architectural features of the property and the surrounding neighborhood, to protect the integrity of the property.

i. Additions or alterations to structures shall be constructed in such a manner that if removed in the future, the essential form and integrity of the structure and the site would be unimpaired.

j. Masonry that has not previously been painted should not be painted unless deterioration has progressed so far that a protective surface coating is needed. In such cases, a breathable masonry paint or stain shall be used. Masonry that has previously been painted shall be repainted with breathable masonry paint or restored to unpainted masonry.

k. If paint is to be removed from masonry surfaces, the gentlest effective paint removal method available shall be employed so as to avoid damage to historic masonry and mortar. Sandblasting and similar methods shall never be employed.

A) **Standards – All Existing Buildings:** The following standards shall be applicable to exterior alterations to all existing buildings in the VCOD:

a. Alterations to existing buildings shall be compliant with the requirements for new construction to the greatest extent practicable. No alteration shall be permitted that will make an existing building less compliant with the requirements of this article for new construction than it was prior to the alteration.

b. Alterations to Designated Buildings of Value need not comply with the requirements for new construction where such requirements are contrary to the original historic character of the building.

c. If the cost of alterations and/or additions to existing buildings exceeds 50% of the replacement cost of the building, or where the building area of a proposed addition exceeds 50% of the building area of the existing building, the entire building shall comply with the requirements for new construction to the greatest extent practicable. This standard shall not be applicable to Designated Buildings of Value where the standard would result in construction that is contrary to the original historic character of the building.

d. If the cost of alterations of current non compliant awnings or signage exceeds 50% of their replacement cost the entire awning or signage shall comply with the requirements of new construction to the greatest extent practical.

G. New Construction

1) **Purpose:** This section establishes standards for new construction within the VCOD to ensure that buildings are sited in such a way and that building frontages are designed in such a way as to ensure that the Village of Macedon's central business district will evolve into a compact, walkable, mixed-use district with a high quality public realm. While these standards do not mandate or prohibit any particular architectural style, the community has expressed a preference for architectural styles that relate to the traditional architecture found in the VCOD. New construction within the VCOD shall strive to reinforce the coherence of the village center by harmonizing with its traditional character. This can best be achieved by varying the details from building to building while emulating the range of building types exemplified by the Designated Buildings of Value, historic photographs of the village, and traditional architecture of villages in the immediate surrounding Counties. Achievements will be reinforced by these standards.

2) **Buildings with Retail Frontage:** All new buildings with frontage along streets within the VCOD shall have retail frontages along those streets. Retail uses are not required in such buildings, but the design of the buildings is required to be suitable for retail or other pedestrian oriented uses.

3) **Building Disposition:** Building Disposition refers to the placement of a building on its lot and the building's relationship to adjacent buildings and the street. Building Disposition is a crucial part of the interface of private building frontages with public thoroughfares, which shape a compact, walkable public realm.

a. **Standards:** The following standards shall be applicable to new construction in the VCOD:

(1) New building frontages shall be at or close (±5') to the sidewalk, and substantially parallel to the sidewalk, and shall be constructed to the Build To Line(BTL). When adjacent to a Designated Building of Value, the new building frontage shall be aligned with the adjacent building frontage so as not to expose blank side walls. Relief from the building frontage line may be incorporated into the building to allow for pedestrian amenities such as recessed entrances or special corner treatments.

(2) New building frontages shall extend to both side property lines to the extent practicable. Breaks between or through buildings may be incorporated to provide pedestrian and/or vehicular access to rear parking facilities or other spaces, buildings, etc. located behind the building.

(3) New building frontages may be set back 0 to 5 feet from the Build To Line. New building frontages constructed adjacent to existing buildings already in compliance with this standard shall be aligned with the existing building frontage where the side wall of the existing building is blank. A portion of the building frontage may be set back more than 5 feet from the Build To Line provided that at least 50% of the building frontage is set back no more than 5 feet. At corner locations, building frontage may exceed 5 feet to accommodate special corner treatments provided at least 75% of the building frontage along each street is set back no more than 5 feet from the public right of way.

(4) Buildings without retail frontage may have building frontage setbacks in excess of 5 feet at the discretion of the Planning Board.

(5) New building frontages shall extend to both side property lines except as needed for the provision of pedestrian and/or vehicular access to the rear of the property or where window openings or other conditions at an adjacent building preclude construction to the side property line.

(6) Buildings without retail frontage may have side yard setbacks determined at the discretion of the Planning Board.

4) **Building Configuration:** Building Configuration refers to the critical elements of the design of building frontages as they shape the public realm. Such elements include building height and massing, the composition of the building facade, the degree of building transparency and building materials.

a. Standards. The following standards shall be applicable to new construction in the VCOD:

(1) New building frontages shall encourage and promote a sense of design continuity that appropriately relates the traditional past of the village center to ongoing revitalization and redevelopment efforts.

(2) The architectural design of new buildings shall be harmonious with, but need not mimic the design of nearby Designated Buildings of Value.

(3) New building frontages shall encourage a pedestrian-oriented and human scaled right of way, public realm and streetscape.

(4) New building frontages facing streets, pedestrian walkways or waterways shall be active. Active building frontages shall include windows, building entrances and other architectural features that enhance the pedestrian scale and experience of the building frontage.

(5) New buildings shall have a minimum height of two stories and a maximum height of 50 feet. Buildings of one story may be permitted provided that no part of the building frontage is less than 20 feet in height. Buildings of four stories may be permitted provided the fourth story is recessed at least 10 feet from the building frontage line or the fourth story is incorporated into the attic space of a pitched roof.

(6) A building frontage shall have a transition line. A transition line is a horizontal architectural element, such as a cornice, balcony or change in material, which spans the full width of the façade, and creates a distinction between the first and second stories. Transition lines shall be designed in proportion to the overall height and width of the proposed building and shall relate to adjacent Designated Buildings of Value or buildings constructed in accordance with this Article. The Planning Board may waive this requirement for buildings without retail frontage.

(7) A building frontage shall have a roof line. A roof line is an architectural element, such as a cornice, parapet or change in material, which creates a distinction between the top of the building and the lower floors. Roof lines shall be designed in proportion to the overall height and width of the proposed building and, where practicable, shall relate to existing adjoining Designated Buildings of Value or buildings constructed in accordance with this Article.

(8) A building frontage wider than 50 feet shall have vertical division lines. A vertical division line is an architectural element, such as a pilaster, change in plane or change in material, which creates distinct increments of the building mass. Vertical division lines shall be designed in proportion to the overall height and width of the proposed building, and shall be spaced at sufficient intervals to avoid large undifferentiated wall surfaces. The Planning Board may waive this requirement if the building design harmonizes with the scale of nearby Designated Buildings of Value and avoids large undifferentiated wall surfaces by means other than vertical division lines.

(9) Buildings with ground floor retail frontage shall provide areas of transparency equal to at least 70% of the wall area, between the height of two and eight feet from the ground.

(10) Buildings without ground floor retail frontage shall provide areas of transparency equal to at least 30% of the wall area, between the height of two and eight feet from the ground. Window proportions shall be square or vertical and shall be recessed at least 4 inches from the plane of the building facade where the facade is of masonry or stucco.

(11) Building frontages shall provide areas of transparency equal to at least 20%, but not more than 50% of the building frontage area above the transition line. Window proportions shall be vertical and shall be recessed at least 4 inches from the plane of the building facade where the facade is of masonry, stucco or Exterior Insulation Finish System (EIFS).

(12) All glazing shall be clear or lightly tinted.

(13) Building frontages shall be constructed of durable materials such as brick, stone masonry, terra cotta, stucco, fiber cement (panels, siding, clapboard siding, and trim boards) or finishing wood. Exterior Insulation Finish System (EIFS) may be utilized above the transition line only. Solid, paintable PVC trim boards or similar materials are also permitted. Inappropriate materials such as corrugated metal panels, mirrored glass, plywood panel siding (T-111), concrete block (except glazed, ground face or split face used as accent trim) and pre-cast concrete panels are prohibited on building frontages facing streets, pedestrian walkways or the Build To Line.

(14) Commercial grade vinyl clapboard siding at 4" or 5" exposure shall be an acceptable gacade material, in lieu of materials enumerated in (13) above, upon approval of the Planning Board.

(15) Trim material shall be wood, high desnity foam, Azak, PVC, aluminum clad wood, cementboard, fiberglass, special shaped PVC, precast, stone, or other appropriate substantial material. Vinyl trimand corner trim are not allowed. Pressure treated wood trim is not allowed.

(16) Trim shall be substantial in detail, size, and section corresponding to traditional architectural designs. Corners shall be minimum 5 1/2". Window jambs shall be minimum of 3 1/2". Window heads shall be a minimum of 5 1/2". Square columns shall be a minimum of 7 1/2" square. Roof rakes shall be a minimum of 7 1/4"

(17) Porch railings shall be wrought iron, trex, wood, or vinyl with balusters at a maximum of 4" O.C.. Pressure treated wood is not allowed.

H. Building Function (Permitted Uses)

1) **Purpose:** Building Function refers to the uses accommodated by a building and its lot. This section regulates uses permitted within the VCOD and the location of certain uses within buildings, to ensure that building frontages along streets are as active and pedestrian-oriented as possible.

2) **Permitted Uses:** Buildings within the VCOD may accommodate the following uses:

a. **Residential**

(1) Apartments as part of a mixed use building.

(2) Multiple-residence uses, in accordance with Article IX of this chapter (live work units condominiums).

(3) Accessory units.

b. **Lodging**

(1) Hotels (over 12 guest rooms).

(2) Inns (up to 12 guest rooms).

(3) Bed and Breakfast (up to 12 guest rooms).

c. **Office**

(1) Offices as part of a mixed use building.

(2) Office buildings.

d. **Retail**

(1) Stores and shops for retail or personal service businesses.

(2) Restaurants and other establishments serving food and drink.

(3) Artist studios, including production and sales.

(4) Food processing, where the products are sold on the premises.

e. **Civic**

(1) Performing Arts Centers.

(2) Museums.

(3) Libraries.

(4) Municipal buildings.

(5) Educational buildings.

(6) Religious assembly buildings.

(7) Municipal parking facilities.

f. **Other**

(1) Mortuaries.

(2) Medical clinics.

3) **Additional Use Standards:** The following standards shall be applicable to all new and altered buildings within the VCOD:

a. Residential uses are prohibited on the first floor of buildings with retail frontage except or lobbies and associated common spaces and except for residential uses separated from the public right of way by a permitted use with a minimum depth of 20 feet.

b. Parking is prohibited on the first floor of buildings with retail frontage except for required ingress/egress and except for parking separated from the public right of way by a permitted use with a minimum depth of 20 feet.

c. No single first floor tenant space may have frontage exceeding 75 feet along a public right of way. Tenant space in excess of 75 feet in width shall be separated from the public right of way by another tenant space with a minimum depth of 20 feet.

d. All primary building entrances shall face a public right of way and shall have a direct pedestrian connection to the right of way.

e. For apartment buildings, the following minimum dwelling unit sizes shall be required, exclusive of additional building areas provided for common use of residents, such as lobbies, corridors, stairways, elevator shafts, storage spaces, meeting rooms and recreation areas.

(1) Efficiency apartments: 625 square feet of livable area, not more than 25% of the total units in any development shall be efficiency apartments.

(2) One-bedroom apartments: 800 square feet of livable area.

(3) Two-bedroom apartments: 950 square feet of livable area.

(4) Three-bedroom apartments: 1,100 square feet of livable area.

(5) Storage space: The Planning Board may require the provision of designated storage space for each unit, of a minimum size of 60 square feet for each unit, and of such dimensions and design as, in the discretion of the Planning Board, shall provide readily utilizable storage space for residents. Such designated storage space may be provided within each unit, or grouped or clustered in an area accessible by residents from inside the same building. If grouped or clustered, each storage space shall be suitably separated from other spaces, with adequate provision for security and safety.

I. Awnings, Lighting, Signage, and Miscellaneous Appurtenances

1) **Purpose:** This section establishes standards for Awnings, Lighting, Signage and Miscellaneous Appurtenances on new and existing buildings. It is intended to ensure that the design of these items is in character with the building and does not impact the historic quality of Designated Buildings of Value.

2) **Standards for Awnings:** The following standards shall be applicable to new awnings in the VCOD:

a. Awnings shall be of canvas or canvas-like material.

b. Awnings shall have a triangular profile.

c. Awnings shall be straight-topped if the windows they shade are flat-topped.

d. Awnings may be arched if the windows they shade are arched. The shape of the awning arch shall match the shape of the window arch.

e. Awnings shall be separated to shade individual window openings.

f. Awnings shall not be of heavy vinyl or plastic and shall not have plastic grid or other types of soffits.

g. Awnings shall not be back-lighted with the purpose of use as signage.

h. Awnings shall be placed on buildings so as not to obscure architectural features and detail.

i. Awnings of storefront windows and doors shall be designed and constructed in sections corresponding to the window and door segments of the storefront.

j. Awnings shall be set between 8 ft. and 9 ft. from the sidewalk below.

3) **Standards for Lighting:** The following standards shall be applicable to new building lighting in the VCOD:

a. Lighted building facades shall utilize fixtures that are small, shielded and directed toward the building. Electrical conduit and junction boxes shall be located so as to minimize, or if possible, eliminate their visibility from the public right of way.

b. Lighting for signage or other purposes shall utilize decorative, simple, unobtrusive fixtures. Lighting shall not be excessive and shall be directed toward the signage or other object to be lighted. Concealed box signs are not allowed.

4) **Standards for Signage:** The following standards shall be applicable to new signage in the VCOD:

a. Signage shall be located in a manner that supports a pedestrian friendly atmosphere.

b. Types of signage to be encouraged include lettering and graphics affixed to the interior of the storefront glazing (provided visual access to the interior is not adversely affected), fixed banners mounted above the sidewalk, signage on the valence of an awning, projecting signs mounted to decorative brackets or wall signs mounted just below or above the building transition line.

c. Signs shall comply with Article XII, Section 1200, of the Zoning Ordinance of the Village of Macedon.

d. The maximum total area of all (combined) signs not to exceed 64 square feet, on a facade shall not exceed 1.5 square feet per 1 lineal foot of building frontage.

e. Signs shall be placed on buildings so as not to obscure architectural features and detail.

f. Signs shall be made of metal, painted wood or other painted similar material. Fabric banners may also be used as projecting signs.

g. Fixed fabric banners may be used as projecting signs and shall comply with the following standards:

(1) No portion of the banner may be less than 9 feet above grade.

(2) No portion of the banner may extend above the roofline of the building.

(3) The banner shall extend no more than 3 feet beyond the building frontage line.

(4) The banner shall extend to no more than 3 feet from the curb line.

(5) The banner shall not exceed 2 feet in width.

(6) All mounting hardware shall be located between the building transition line and the building roofline.

(7) Free-standing and ground signs, except for entrance/exit signs for off street parking areas are prohibited in the VCOD where building front yards are less than 20 feet.

h. Ground signs where allowed shall be placed perpendicular to the related building.

i. Exterior neon signs shall not be allowed. One interior neon sign is allowed provided it is no more than 4 sqare feet in size. Window edging strip lighting, neon or therwise is prohibited.

j. Movable A-frame sandwich board signs are allowed provided they do not exceed 7 square feet in area and that they be removed from the public sidewalk or front yard during non-business hours unless otherwise approved by the Planning Board.

k. Temporary advertising signs (paper, rigid, etc.) placed on the interiors of windows shall not be greater than 25% of the window area. Not temporary advertising signs are allowed in upper story windows above the 1st floor.

5) **Miscellaneous Standards:** The following standards shall be applicable to new miscellaneous appurtenances in the VCOD:

a. Security grates or shutters shall not be mounted to the exterior of any building. Open type security grilles may be placed on the interior side of storefronts provided visual access to the interior is not adversely affected.

J. Parking and Site Design

1) **Purpose:** The provision of adequate parking is critical to the success of the central business district, while the proper location and design of parking facilities is a critical component in the assembly of a coherent, compact and walkable Village Center. It is the intent of this Section to encourage the creation of a "park once" environment, where patrons will find the parking they need, feel comfortable parking in one location and walking throughout the Village Center District. While this Section includes minimum parking requirements, applicants shall, to the extent practicable, utilize the alternative parking arrangements detailed in this Section to determine the number of off-street parking spaces required. It is the intent of this Section to provide the maximum amount of flexibility in determining the required amount of off-street parking, while making the most efficient use of land devoted to surface parking. Ideally, all non-residential parking will be available to visitors to any location in the VCOD.

2) **Required Parking Spaces:** For the following uses, the minimum number of off-street parking spaces shall include:

a.	**Residential**	1.2 per dwelling
b.	**Lodging**	1.0 per guest room
c.	**Office**	2.0 per 1000 sq. ft.
d.	**Retail**	4.0 per 1000 sq. ft.

e. **Civic**

Theaters and other assembly	1.0 per 4 seats
Museums	2.0 per 1000 sq. ft.
Libraries	1.0 per 1000 sq. ft.
Municipal	2.0 per 1000 sq. ft.
Educational (elementary and intermediate)	2.0 per classroom
Educational (post intermediate)	1.0 per 10 students + 2.0 per classroom
Religious assembly	1.0 per 4 seats

f. **Other**

Mortuaries	1.0 per 1000 sq. ft.
Medical clinics	5.0 per 1000 sq. ft.

3) **Alternative Parking Arrangements:** Any combination of the following alternative parking arrangements may be utilized to determine the minimum required number of off-street parking spaces:

a. **On-street and municipally owned off-street parking:**

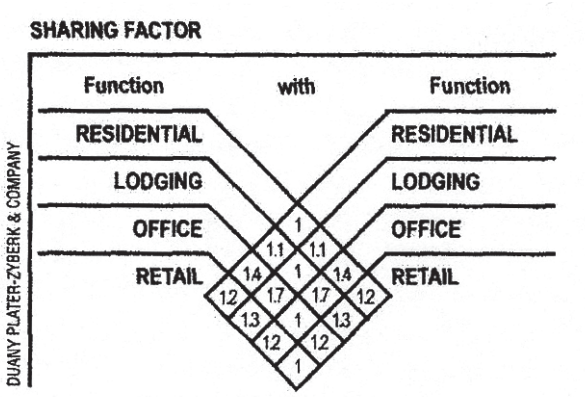
On-street and municipally owned off-street parking spaces may be used to satisfy up to 20% of the requirements for off-street parking. On-street parking shall be located only on streets within the public right-of-way and shall be located within 1,000 feet of the use. On–street parking spaces shall be located within the VCOD or an adjacent FP-O district. Municipally owned off-street parking may be located anywhere within the VCOD or within an adjacent FP-O district if located no more than 1,000 feet of the use.

b. **Shared parking:**

Parking may be shared by different functions or uses located in the same building or on the same premises, or by uses located on different premises. When parking is to be shared by uses located on different premises, a shared parking agreement by the owner(s) of record of the parking area and the applicant shall be submitted to and approved by the Planning Board. The shared parking agreement shall include a site plan indicating the spaces to be leased. Shared parking works best when spaces are not assigned to a specific destination or building. While a legal agreement that designates specific spaces may be necessary, in practice, spaces shall not be designated for a single use. Shared parking facilities may be located anywhere within the VCOD or within the adjacent FP-O district if located no more than 1,000 feet from the use.

c. **Shared Parking Matrix:**

Shared parking takes advantage of the fact that different uses have different peak hours of parking demand. The Sharing Factor matrix used to determine the required number of off-street parking is designed to take peak hours of parking demand into account. The required off-street parking is calculated by adding the total number of spaces required by each separate use and dividing the total by the appropriate factor from the Sharing Factor matrix. When more than two uses share parking, the lowest factor shall be used to assure that enough parking is provided.



Sharing Factor matrix

d. **Parking demand analysis:**

The number of off-street parking spaces required for uses or functions not listed in this Section shall be determined by a parking demand analysis to be

prepared by the applicant. When parking will be shared with other functions, the parking demand analysis may be used to determine the sharing factor. Such analysis will include, at a minimum:

(1) The anticipated number of parking spaces needed to accommodate the proposed use.

(2) How the parking spaces are accommodated (on site, public lots, on street, etc.).

(3) Rationale supporting the necessity for the requested number of parking spaces.

(4) Analysis of existing parking conditions.

e. **Existing building exemption:**

No existing building within the VCOD shall be required to provide additional off-street parking except when the amount of space devoted to any permitted use is expanded. In such case, the required amount of additional off-street parking required shall be based on the additional space devoted to the permitted use only.

4) **Standards for Parking Facilities:** The following design standards shall be applicable to new parking facilities in the VCOD:

a. Parking areas shall be hidden from view to the extent practicable.

b. Parking areas shall be located behind buildings. Parking may sometimes be acceptable at the side of a building, but only if properly screened from the public right of way. Parking shall never be located on corners or in front of buildings.

c. Access from streets to parking areas shall be clearly defined. In order to minimize the number of curb cuts, shared access drives and the development of rear service lanes for access to parking and loading areas are encouraged.

d. Shared parking areas that extend across property lines are encouraged as parking can be more efficiently organized in larger areas than in smaller areas, resulting in more parking capacity with less land devoted to parking.

e. Large parking areas shall be generously endowed with shade trees.

f. Parking areas shall be properly screened from adjacent residential districts.

g. On street parking is strongly encouraged as an important part of the parking supply. On street parking reduces the need for off street parking, provides a safety buffer between pedestrians and moving traffic and has a traffic calming effect.

h. Parking shall not be permitted between a building and the public right of way. Where existing or proposed buildings are set back from the public right of way, the front yard shall not be converted to parking.

i. Parking to the side of a building with frontage along the public right of way may be permitted when in compliance with the following standards:

(1) The overall width of the parking area frontage along the public right of way shall not exceed 65 feet not including sidewalks or landscaped areas.

(2) The paved parking area shall be no closer than 10' to the public right of way and shall not project beyond the building frontage of any adjoining building.

(3) The parking area shall be screened from the public right of way by a hedge maintained at least 30 inches in height above grade and/or a street wall at least 3 feet in height but no more than 6 feet in height. Where a street wall is used, it shall be constructed of the same material as the building so as to act as an extension of the building wall; it shall be opaque to a height of at least 3 feet; above three feet the street wall may be topped with a decorative fence for part or all of its length. Decorative piers or other vertical elements may extend to 8 feet in height.

k. Vehicular access lanes to/from public thoroughfares shall not exceed 10 feet in width and no more than two lanes (one in each direction) shall be permitted at any single vehicular access point.

l. Parking shall not be located within 10 feet of any residential district or use, except where a solid screening wall or fence at least six feet in height is placed on the lot line with vehicle stops or a bumper to ensure the integrity of the fence, in which case no setback shall be required. Parking lot stops shall consist of durable material, such as concrete, masonry, metal or rubber. Wooden stops are prohibited.

m. Where parking is located 10 feet from a residential district or use, the perimeter shall be landscaped with ground cover, low shrubs or flowering plants and shade trees shall be planted at intervals of not more than 25 feet.

n. Parking spaces shall be nine (9') feet in width and eighteen (18') feet in length exclusive to access ways and driveways. Backup space for parking spaces shall be twenty-four (24') feet. Required handicap spaces shall be sized to conform to ADA requirementsor as defined in the New York State Building Cod

K. Drive-Throughs

Drives through facilities are antithetical to the purpose of the VCOD, and are strongly discouraged. It is recognized, however, that there may be instances when a drive-through should be approved. All drive-throughs shall be permitted by a 4/5 vote of the Planning Board. All drive-throughs shall be subject to the following standards:

1) **Standards:** The following standards shall be applicable to new drive-throughs in the VCOD:

a. Drive-throughs shall be located in such a way as to minimize the impact on pedestrian circulation routes and on adjoining residential districts or uses.

b. Drive-throughs shall be designed in such a way as to be visually unobtrusive and shall be lighted in such a way as to minimize the impact on adjoining properties.

c. Drive-throughs shall be associated with a business located within an enclosed building located on the same premises.

d. No business shall have more than one drive-through lane or facility.

e. Drive-throughs shall be prohibited in the front yard and shall not be located to prevent direct pedestrian access from the public right-of-way to the principal building.

f. When adjacent to residential districts or uses, drive-throughs, including both the facility and queuing lanes, shall be screened from the adjacent residential properties.

Appendix I: VCOD Build to Line Plan

Main Street Design District
VCOD Build to Line

Appendix II: Designated Buildings of Value List

The Following buildings in the Village Center Overlay District shall be classified as Designated Buildings of Value.

106 Main Street
81 Main Street (Village Hall)
115 Main Street
96 Main Street

Conclusion

Participant Credits

Village of Macedon, N.Y.

Macedon Parners Association, Inc.
- MPA, Design Team
- MPA, Overlay Zoning Team

Village of Macedon Board and Staff

Village of Macedon Code Officer

Village Planning Board

Village Zoning Board and Appeals

Rochester Regional Community Design Center (RRCDC)

Joni Monroe, Executive Director

Roger Brown, Board President

Tim Raymond, Board Secretary

Tim Burke

Daniel Consentino

Angela DiGiulio

Janet Shipman

Michael Volpe

Tim Ludwig

Elaina Stover

Peter Stam

Serge Tsvasman

Property of the Village of Macedon, New York

Book No. _____

Please return to the Village Planning Board when no longer needed.

Rochester Regional Community Design Center

RRCDC
ROCHESTER REGIONAL
COMMUNITY DESIGN CENTER

The mission of the non-profit Rochester Regional Community Design Center (RRCDC) is to act as a multifaceted resource center to assist municipalities and citizens of the Greater Rochester Region to define, understand, promote and implement concepts of design excellence and sustainability for the public realm and built environment.

One of our most effective means of civic engagement is the community design charrette, an intensive, participatory planning process that brings together a variety of community stakeholders to observe and share ideas about their community. Together they produce tangible steps towards achieving neighborhood consensus for a community vision. As facilitator, we work with a Steering Committee of neighborhood representatives to plan the charrette, provide design professionals at the event to help translate citizens' ideas into physical drawings, and follow through with those initial ideas to create a final set of plans and recommendations for the community.

Since we began our work as the AIA Rochester Urban Design Committee (UDC) in 1998, the group has facilitated over twenty community design charrettes, including the Center City Charrette that resulted in a community-based vision for Rochester's downtown, and the University Avenue Charrette that resulted in construction of the award-winning ARTWalk project. In 2004, we officially incorporated as a 501(c)(3) non-profit organization, and continue to serve our region as we seek to grow, ourselves.

Please visit our website at www.rrcdc.org or call 585-271-0520; 585-288-7544. Joni Monroe, Executive Director, RRCDC.

Design Guidelines for the

Main Street Design District
Village of Macedon, NY

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Rochester Regional Community Design Center

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